BROADCASTING

Broadcast Advertising

Vol. 12 • No. 6

WASHINGTON, D. C.
MARCH 15. 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHNS HOPKINS UNIVERSITY
MAR 15 1937
LIBRARY

Color
IN ADVERTISING

Always attention-compelling, color has stipulated premium value in printed media. In radio, "color" is equally valuable, but it's that more intangible factor called "showmanship" . . . The stations which comprise TQN are undisputed leaders in the type of showmanship that gains and holds listener interest . . . is reflected in increased sales. That's one of the many reasons why more and more national and regional advertisers are now cultivating "America's Fastest Growing Market" through the Southwest's ONLY regional network.

TEXAS QUALITY NETWORK

50,000 WATTS 50,000 WATTS 50,000 WATTS 5,000 WATTS

WFAA • WBAP • WOAI • KPRC

DALLAS FORT WORTH SAN ANTONIO HOUSTON

National Representatives: Edward Petry & Co., Inc.

Keeps KLZ far out in front with Denver listeners

● KLZ has loosed a brand of showmanship in Denver that has caught the eyes and ears of the entire Denver-Rocky Mountain region. By bearing down on the showmanship throttle, KLZ has established itself as a personality and force in this area.

KLZ has eagerly and aggressively woven its service into the interest, thought and action of this community. Since its new management opened the throttle eighteen months ago, KLZ has speeded far out in front not only in showmanly programming, but in facilities and audience preference and esteem.

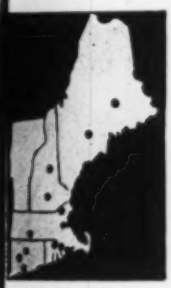
Because top showmanship is an attribute of top salesmanship, KLZ is today doing the topmost selling job for sponsors in the Denver-Rocky Mountain region.

KLZ Denver

CBS

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative — E. Katz Special Advertising Agency



-at low cost

SELLING New England—all the way from Southern Connecticut up into Aroostook County, Maine — requires a lot of local effort in selected spots.

Sponsors who concentrate their efforts on one or two high wattage stations are selling one or two large markets only.

Consider how much more effectively the average sponsor can reach the great mass of New England consumers by dividing the territory into local units, using local stations and more of them — and doing this at little if any additional cost.

In every large trading center you will find a popular Colonial station (now serving national accounts) to carry your program into many thousands of homes where people are now buying in greater volume.

This is real New England coverage, with direct local selling that is most productive. Popular network programs assure regularity of listening. The cost per unit is low. The network cost is low. It is the most economical means of obtaining the wide New England coverage that counts.

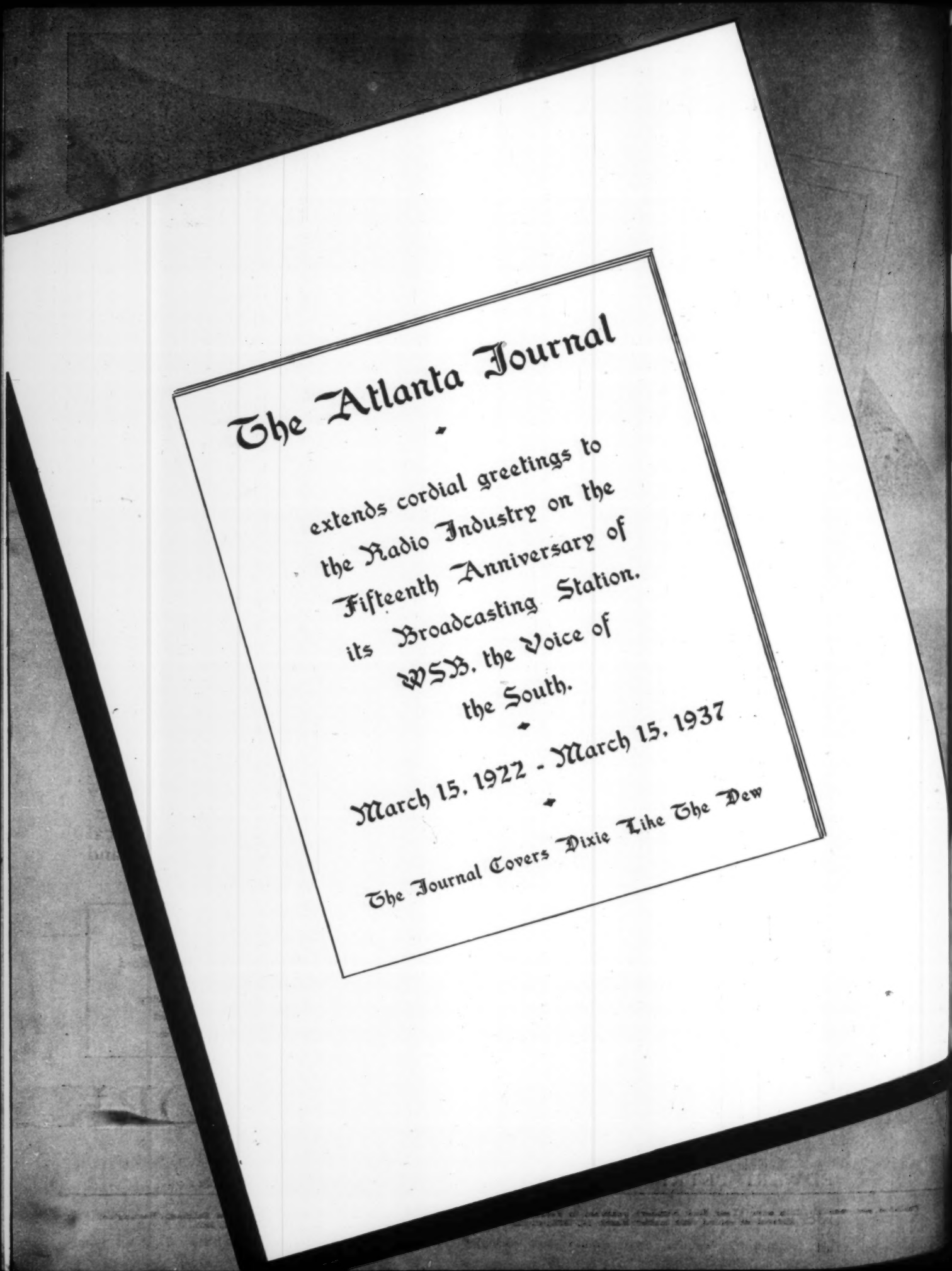
WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WNBH	New Bedford
		WLLH	Lowell
WTHT	Hartford	WBRY	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.


The Atlanta Journal
extends cordial greetings to
the Radio Industry on the
Fifteenth Anniversary of
its Broadcasting Station.
WSB. the Voice of
the South.
March 15. 1922 - March 15. 1937
The Journal Covers Dixie Like The Dew

SHOUT

SILENT FIGURES THAT

Here are some quiet, well-behaved figures on radio listening among farmers throughout Minnesota's rich countryside. They make no noise on paper, but the story they tell *thunders* with proof of WCCO's superiority and power. They whisper no story of doubtful margins, they *boom* that in Minnesota's rich agricultural area WCCO is *twice as popular as ALL other stations combined.*

The statistics are compiled from a survey conducted last December by the Minneapolis Radio Grain Market Research Bureau in an effort to get information on acceptance of grain market broadcasts. Farmers and elevator operators—8646 of them—were queried; 1678 replied. Here are the three most important questions ...and the score (*complete* details on request):

What radio station "comes in best" on your radio?

WCCO	*All* 11 Other Stations Mentioned . . . . .
1,119	555

What radio station do you *depend on* most for grain market quotations?

WCCO	*All* 10 Other Stations Mentioned . . . . .
1,094	525

What radio station would you prefer to rely on for regular Minneapolis grain market quotations?

WCCO	*All* 7 Other Stations Mentioned . . . . .
1,121	488

One station, and only one, does the job—not only in the Northwest's rich, far-flung *farm* territory but *at the same time* in Minneapolis, St. Paul and 50 other cities of 5000 population and over. That station is Columbia's 50,000-watt WCCO.

WCCO **MINNEAPOLIS-ST. PAUL 50,000 watts**—Owned and operated by The Columbia Broadcasting System, represented for all national spot business by Radio Sales, New York, 485 Madison Ave., WIckersham 2-2000; Chicago, 410 N. Michigan Ave., WHItehall 6000; Detroit, 902 Fisher Building, TRinity 2-5500; Los Angeles, 5939 Sunset Blvd., HOLlywood 3101; San Francisco, 601 Russ Bldg., GARfield 4700.

XUM

CBS
CBS

THE WOMEN

(God bless 'em)

TIME: 2:00 to 2:15 p. m. (E.S.T.) February 22, 24 and 26, 1937.

PLACE: A 57-station hook-up of the Columbia Network.

WHO: Columbia's afternoon audience and Kathryn Cravens, news commentator: sponsored for the women of the afternoon audience by the Pontiac Motor Company.

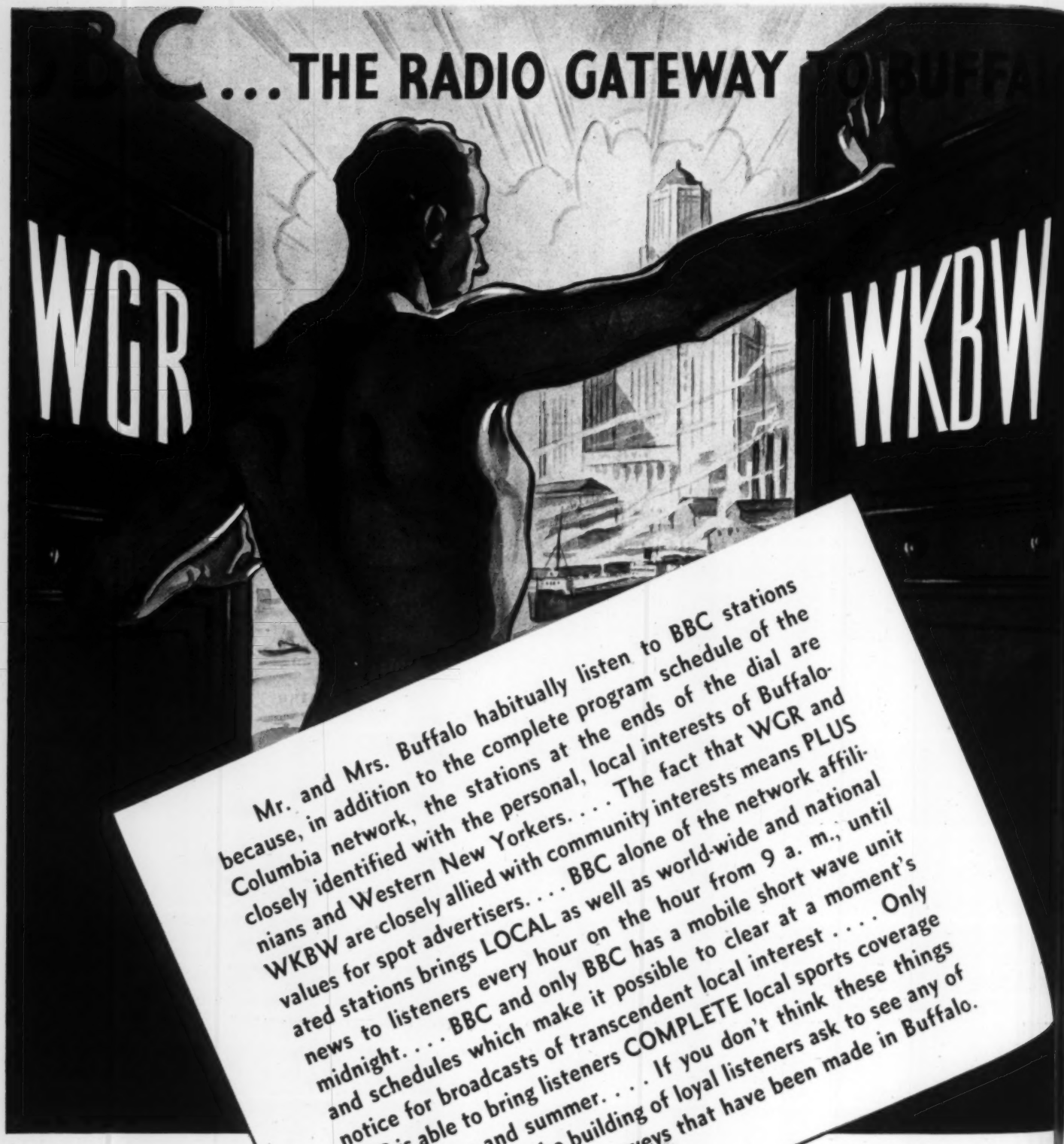
WHAT: Miss Cravens (on the network a matter of some five months) offered afternoon listeners a polishing cloth for the automobile. Offered it only in *one* week. (See above.)

WHAT! Over 225,000 women—almost a quarter of a million—wrote for it at once! Thousands are *still* writing...

The women *(God bless 'em)* are not always chatterboxes. They *do* like to listen. And listen carefully. They *do* what they're told... by radio.

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE ★ ★ ★ NEW YORK, N. Y.



Mr. and Mrs. Buffalo habitually listen to BBC stations because, in addition to the complete program schedule of the Columbia network, the stations at the ends of the dial are closely identified with the personal, local interests of Buffalonians and Western New Yorkers. . . . The fact that WGR and WKBW are closely allied with community interests means PLUS values for spot advertisers. . . . BBC alone of the network affiliated stations brings LOCAL as well as world-wide and national news to listeners every hour on the hour from 9 a. m., until midnight. . . . BBC and only BBC has a mobile short wave unit and schedules which make it possible to clear at a moment's notice for broadcasts of transcendent local interest . . . . Only BBC is able to bring listeners COMPLETE local sports coverage both winter and summer. . . . If you don't think these things are important in the building of loyal listeners ask to see any of the many Ross-Federal surveys that have been made in Buffalo.

WGR WKBW

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATIO

REPRESENTED BY FREE & PETERS, INC.

Food for thought is the fact that WGAR carries twice as much food and grocery product advertising as its nearest local competitor. Time for more? Yes! Yours!

W·G·A·R

CLEVELAND'S FRIENDLY STATION

John F. Patt, Vice-President and General Manager

Edward Petry & Company, National Representatives

"Maybe it's a transcription!"

TRANSCRIPTIONS, these days, are as natural as life—and lots of advertisers are discovering that the alleged "disadvantages of transcriptions" exist largely, if not solely, in the professional minds of radio experts . . .

Transcriptions can enable you to put on big-city programs *anywhere* . . . assure you of uniformly perfect output . . . make it possible for you to capitalize fully all the manifold advantages of *spot broadcasting*.

If you'll drop in at our audition rooms in either Chicago or New York, we'll give you some eye-opening selections from our transcription libraries. If *they* don't sell you, we won't even try — which is simply another way of promising you that we'll not impose on your visit with any high-pressure foolishness . . . When may we expect you?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 6 WASHINGTON, D. C., MARCH 15, 1937 $3.00 A YEAR — 15c A COPY

Spot Series Turn to Multi-Station Method

By BRUCE ROBERTSON

Cost-Per-Listener Formula Based on Intensive Use of Markets Adopted by Many Leading Buyers of Time

PLACEMENT of broadcast advertising on a cost-per-listener plan, based on the use of more than one station in a market, is being adopted as a formula by a number of agencies placing an important part of the total radio spot business. It is also more apparent in network campaigns.

So rapidly has this tendency developed in the last few months that it is described by some time buyers as an already established custom and a glance at recent radio activities of national advertisers appears to verify the conclusion.

The trend has been increasingly obvious as the volume of spot advertising has mounted. A quick survey of spot placements since last autumn reveals an unprecedented upward surge in this type of business. As advertisers have enlarged the number and volume of their spot campaigns they have also hammered with increased force at individual markets by use of more than one station.

Among current big campaigns are: Chevrolet renews on 380 stations; Dodge prepares to start on some 300 stations although the strike may delay this campaign; Crisco uses a daily dramatic show on both NBC outlets and announcements on four other stations in New York City alone. Ford, Spry, Ivory, Libby, Lifebuoy, Maxwell House, Hydrox, Penn Tobacco, Bulova, to list only a few familiar names, use or have used programs and announcements on two or more stations in a city at the same time, many of them sponsoring campaigns so ubiquitous that few set-owners could avoid hearing at least one of their messages daily. And week by week other national advertisers are joining the list.

Bulova Paved the Way

While there is nothing novel or startling in an advertiser using two or more stations to cover the same market, since Bulova has been teaching people to pronounce its name and to buy its watches with announcements on stations all over the place almost as long as there has been such a thing as advertising on the air. Five years ago Plymouth used announcements on some 500 stations, often using every station in a city, to advertise a contest designed to get people into its dealers' showrooms, which, incidentally, it did with great success. Chevrolet is now entering its third year of consistent spot broadcasting, using at least one station in every town equipped with both a transmitter and a Chevrolet dealer, and two or three stations in larger cities for its World transcriptions placed by Campbell-Ewald.

Local and regional advertisers, whose limited budgets and markets effectively preclude any consideration of national coverage, have long known the value of intensive cultivation through multiple broadcasts of their own territories. No, the news is not in the fact that it is often wise to approach a market from two or more angles, but rather that national advertisers generally seem to have suddenly just waked up to the real value of spot broadcasting.

For years most national concerns using radio have been content to cover the country with a string of high-powered stations, either by networks or transcriptions, with possibly a little extra effort in special areas where their dealers demanded it. Now, in a few months' time, they all seem to have discovered that it is no more unreasonable to buy time on more than one station in a city than it is to buy space in more than one newspaper; that while a high-powered metropolitan station can undoubtedly be heard in dozens of surrounding cities the dealers in those towns can usually profit by the support of advertising on their smaller local stations: that, in a word, the same reasoning they have been applying for years to other media works just as well when they apply it to radio.

Chevrolet Success

For proof that it works, look at Chevrolet. In this company's *Musical Moments* series the dealer is the star; the listeners' attention is focused on him at every turn. Each number is introduced with the phrase "your local Chevrolet dealer presents the music of . . .", "your local Chevrolet dealer now brings you . . .", "your local Chevrolet dealer. . . ." The commercials likewise invite the public "to visit your local Chevrolet dealer", which they have done in such numbers that in less than a year these local dealers disposed of more than 2,000,000 used cars, and if you don't think that's something, just ask *your* local dealer.

Another sponsor who has used a number of stations where one might previously have been considered enough to do the job is Penn Tobacco, whose Kentucky Winners cigarettes and pipe tobacco are advertised on sports reviews, newscasts and similar features with large masculine audiences. This company tries in every case to choose programs and personalities which already have established audiences, buying station-tested features rather than attempting the expensive task of building their own audiences for their own new programs.

Butcher Raised Issue

The wisdom of this type of time buying was stressed last autumn by R. Butcher, of the radio department of Lennen & Mitchell, who said [BROADCASTING, Oct. 15, 1936] that agencies with considerable spot billing are going to be increasingly thankful for the new trend of using more than one station in a city, continuing as follows:

"Advertisers do buy more than one newspaper's circulation in a prescribed area — therefore, why not more than one radio station? It is admitted that listening habits are a much more important factor today than ever before and the advertiser, through his agency, should take advantage of the policies of stations in shaping the type of program that would best carry his message to the station's type of audience. One station may be noted for its novelty, news and sports broadcasts, while another

Prall Is Reappointed by the President For Third Term as Chairman of FCC

Mr. Prall

ANNING S. PRALL, of New York, for the third successive year has been named chairman of the FCC by President Roosevelt and will continue to serve as a member of each of its three divisions. The appointment was made March 10 by the President to take effect the following day for a one-year period.

With the reappointment, the President again reaffirmed his confidence in the former New York Congressman. There was no opposition this year, as contrasted to that which developed at the same time last year when efforts were made within the Commission to establish the precedent of rotating the chairmanship, as done on several other agencies.

With the reappointment, it is expected that the personnel alignment of the FCC will remain the same. As chairman, Mr. Prall will continue to serve as the third member of each of the three divisions. The Broadcast Division is presided over by Judge E. O. Sykes (Democrat) as chairman, with Gov. Norman S. Case (Republican) as vice-chairman and Mr. Prall as the second Democratic member. The Telephone Division is headed by Paul Walker, (Democrat) chairman, with Col. Thad H. Brown (Republican) as vice-chairman and Mr. Prall. The Telegraph Division is headed by Dr. Irvin Stewart, (Democrat), and vice-chairman of the full FCC with George H. Payne (Republican) as vice-chairman and Mr. Prall as the third member.

Mr. Prall was appointed to the FCC shortly after its creation in 1934 and assumed the chairmanship on March 11, 1935, exchanging places with Judge Sykes, with the latter becoming chairman of the Broadcast Division. The law specifies the FCC chairman shall be named by the President.

Immediately upon assuming the chairmanship, Mr. Prall launched a campaign to have broadcasters "clean house" by eliminating programs of questionable character. While the actions were drastic, it is generally held that much good resulted. Voluntary movements on the part of stations and networks to "self-regulate" developed and criticism of programs, more particularly commercials, has largely disappeared.

Mr. Prall's term as a member of the FCC runs until 1942, since he was appointed in 1935 for a seven-year term after he had completed a one-year appointment.

The next vacancy on the FCC will occur next July, at which time the term of Dr. Stewart expires. It is generally expected he will be reappointed without opposition. He is a native of Texas and a lawyer.

may be widely known for prepared, rehearsed and cultivated shows. Obviously the station's policy and its advice should never be ignored, for station men are, or should be, just as anxious to promote a successful campaign as any client, and they should know their type of potential listener. There are several broad rules that govern program selection on all stations, but when it is possible to place a spot that is, so to speak, 'right down the listener's alley', why not capitalize on this?"

Spots and Nets

Another strong believer in this multiple-station trend is Roy Shults, radio executive of Compton Advertising Inc. (formerly Blackman), who not only uses spot programs and announcements on as many stations in a market as he believes necessary, but who has extended this policy to his network programs. His Crisco schedule, for example, includes a morning broadcast of the *Vic & Sade* sketches on NBC-Blue network and an afternoon rebroadcast of the same program on the Red network which brings the program for a second time that day into 13 cities. And in an announcement campaign started a few weeks ago, for this same product Shults has purchased time on four stations in New York City, and two each in Syracuse, Milwaukee, and Albany, with expectations of following the same policy in other markets as the campaign is extended. For another Procter & Gamble product, a Wednesday broadcast of *Vic & Sade* on NBC-Blue has been scheduled, with a second broadcast of this popular feature on the Red outlets in New York (WEAF) and Chicago (WMAQ).

"It all boils down to a cost per listener basis," Mr. Shults stated. "Knowing the Crossley rating of a program, we are able to estimate just about how many listeners we gain with the addition of each new station in exactly the same way as we estimate the gain in readers when we buy an additional newspaper. We must, of course, avoid excessive duplication, but for the most part that danger is offset by the value of the multiple impression of the commercial message."

Within the last year another trend in spot broadcasting has developed in connection with placing announcement campaigns. Formerly most advertisers preferred to use one-minute transcriptions, which guaranteed their sales talk being presented as they desired it, rather than trusting to the ability and enthusiasm of whatever announcer happened to be assigned to the task of reading their copy on any particular station. But a growing realization of the preferred position afforded by chain break announcements has led many advertisers to pick these spots, even though it means limiting their copy to 50 words or less and relying on the local announcer. This trend has not been an unmixed blessing, however, for Ford and other sponsors of popular evening programs have recently objected strenuously to having the announcement advertisers cashing in on the audience which the program sponsor's expenditures have created. It is claimed by some that the jamming in of a chain break commercial between the closing announcement of one program and the opening announcement of its successor has a confusing effect on the listeners which greatly detracts from each program's value to its sponsor.

As a part of the multiple-station movement there has developed for the first time in radio another practice common enough in printed media, the use of foreign language programs to appeal to America's large population of people whose native tongue is other than English. Although this innovation has not yet become a trend it is being earnestly exploited by several organizations specializing in this field and is beginning to attract the attention of a number of national advertisers.

STRIKES RESTRICT AUTO SPOT SERIES

A NEW OUTBREAK of auto plant strikes during the week of March 8 in Chrysler and Hudson factories has curtailed spot advertising. All of the four auto-manufacturing divisions of Chrysler Corporation promptly issued stop orders on all advertising which could be temporarily cancelled. However, this blanket order did not apply to the Major Bowes program which the company has been using for institutional advertising. The Bowes program was continued without change. None of the four divisions—Plymouth, Dodge, Chrysler and DeSoto—are using chain programs individually. The only radio advertising used by the separate divisions consisted of scattered spot announcements by Plymouth, through J. Stirling Gatchell Inc. These were not on a formal basis, and were not used with definite regularity, and continuation of them was held up pending settlement of the strike.

The strike at the Hudson Motor Car Co. was similar in this respect. No new advertising was released by the agency, Brooke, Smith & French Inc., but no cancellations had been put through as BROADCASTING went to press on advertising now scheduled. The current campaign included a small number of spot announcements, almost all of which were being used and paid for by various distributor branches. Continuation of such series, it was indicated in Detroit, would be entirely up to the individual distributor involved.

WCHS Appoints Petry; WBLK to Take the Air

APPOINTMENT of Edward Petry & Co., exclusive station representatives, by WCHS, Charleston, W. Va., was announced March 9 by John A. Kennedy, publisher of the *Clarksburg Exponent*, and owner of three West Virginia stations. Mr. Kennedy further said that WBLK, Clarksburg, probably will go on the air late this month. He is also owner of WPAR, Parkersburg, recently purchased.

All three stations will be joined in a West Virginia network by April 1, and offered jointly. WCHS and WPAR, now hooked up by A. T. & T. lines, joined CBS Feb. 13. The Clarksburg station also is expected to become a CBS outlet. WCHS operates with 500 watts night and 1,000 watts day on 680 kc. WPAR operates with 100 watts on 1420 kc. WBLK will be assigned to 1370 kc., with 100 watts day.

Warner Bros. Control of Transamerican Shown In SEC Annual Report

ANY DOUBTS as to the control of Transamerican Broadcasting & Television Corp. by Warner Bros. Pictures were cleared up with the filing March 1 of the annual statement by Warner. Examination of the statement at the Security & Exchange Commission showed that Warner controlled 65% of Transamerican, which is described as a subsidiary company not consolidated with the main Warner corporation.

The statement discloses that Warner acquired 650 shares of Transamerican common stock in 1936, either bought or subscribed to, which had a stated value of $650. In addition Warner lists 2,500 shares of preferred stock valued at $250,000. This amount includes 2,150 shares ($215,000) "to be acquired after Aug. 29, 1936 under purchase money obligation incurred prior to that date". A liability of $215,000 is included in the Warner balance sheet to cover this item. Another item covers $5,000 in bonds and notes.

Other Warner holdings of interest to the broadcasting industry are Brunswick Radio Corp. (Bremer-Tully Mfg. Co., Calvin Radio Distributing Co.), a 100% subsidiary; Warner Bros. Brdcstg. Corp. (KFWB), 100% owned, and Music Publishers Holding Corp. (Edw. A. Stege Co., T. B. Harms Inc., Harms Inc. [Atlas Music Corp., Chappel-Harms Inc.] Music Sales Corp., Remick Music Corp., M. Witmark [Witmark Music Library].).

C & O Names Jackson

WALTER JACKSON, chief clerk of the Chesapeake & Ohio Railway Co. in Washington, has been named advertising manager and will be in direct charge of C & O radio plans now being used on a number of stations in the territory served by the road. Mr. Jackson takes over a portion of the duties of the late L. C. Probert, vice-president of the road, with other functions divided among other departments of the road. Mr. Jackson has been with the C & O for a number of years and will make his headquarters in Cleveland. Washington offices of the road will be closed at the end of March, it is reported.

National Lead Begins

NATIONAL LEAD Co., New York (Dutch Boy white lead), is starting on March 15 a 17-week test campaign in six markets, using a quarter-hour dramatic program, *The Unbelievable*, dealing with phenomena that are strange and weird but nevertheless true, transcribed by WBS. Marschalk & Pratt Inc., New York, is in charge of the programs, which will be broadcast on KRNT, WISN, WBNS, WCSH, WFBL, WHP.

James Enlarges List

JAMES MFG. Co., Chicago (Jamesway poultry equipment), recently increased the number of stations using its one-minute spot announcements from 8 to 17. Most of the stations have six spots weekly, with a few three times per week. Wade Adv. Agency, Chicago, handles the account.

Three New Outlets Acquired by CBS

KIRO, WMAZ and WCOC Are Newest Additions to Net

KIRO, Seattle independent, has contracted with CBS as its Seattle outlet beginning Jan. 1, 1938, it was learned March 11. It will replace KOL in that city. The arrangements were made by Saul Haas, president and principal owner of the station, with Herbert V. Akerberg, CBS station relations vice-president. KIRO operates on 710 kc. unlimited time with 1,000 watts. H. J. (Tubby) Quilliam is general manager.

KIRO had been negotiating with both CBS and Mutual. It is believed that KOL may negotiate for an arrangement with Mutual through the Don Lee System, West Coast segment of Mutual.

CBS also announced signing of WMAZ, Macon, Ga., with service to begin sometime in April. Arrangements were consummated by E. K. Cargill, president and general manager, with Herbert V. Akerberg, CBS station relations vice-president, as were the other deals. WMAZ operates on 1180 kc. limited time with 1,000 watts and has pending an application for full time. The rate for the station was not announced.

WCOC Affiliates

WCOC, Meridian, Miss., also has signed a CBS affiliation contract to become effective April 1. The station operates on 880 kc. with 500 watts night and 1,000 watts day. Owners are R. S. and D. W. Gavin. D. W. Gavin also is manager.

In announcing KIRO's affiliation with CBS, which he expected would occur early next fall rather than Jan. 1, Louis K. Lear, president of the station, asserted that an elaborate program of expansion will be launched at once. The station will purchase a new transmitter, build new studios, and install a directional antenna to be ready by fall. "We plan for the time being to maintain our present studios," he said. "Meanwhile, we are applying for an increase in our full time output from 1,000 to 5,000 watts."

In all three cases, it is understood, the contracts were for five-year terms. Within the last month also, CBS has added WCHS, Charleston, and WPAR, Parkersburg, and shortly will add WRVA, Richmond, signed several months ago.

NAB Secretary Resigns

MRS. BERT SIEBERT McNARY, secretary at NAB headquarters in Washington, has resigned effective April 1, after nearly six years of continuous service with the trade association. Mrs. McNary was married last Oct. 31 to J. C. McNary, consulting engineer and member of the firm of McNary & Chambers, of Washington. At that time she had planned to continue with the NAB until the first of the year but was prevailed upon to remain beyond that time. James W. Baldwin, NAB managing director, has made no announcement concerning appointment of Mrs. McNary's successor.

Sons of the Soil--A Market Radio Sells

AS A CONTRIBUTION to the knowledge of what is happening in the rural areas, Charles Morrow Wilson made a preliminary excursion into the field for NBC last year. Accompanied by Mrs. Wilson, he did more than conduct a "survey" in the strict sense. Rather, his trip was made more as a "study of human values". He lived with farmers, talked with them, photographed them and kept voluminous notes of the close, human contacts that were made. NBC is publishing Mr. Wilson's findings in a volume titled *Money at the Crossroads*, now being mailed to a large number of advertisers and agencies.

60 Million Farmers Lend Their Ears To Programs

TO FIND the answers to 1937's questions about radio listening and its influence on that greatest of all "class" markets—the 60,000,000 people who live under the shadow of windmills, who buy at crossroads general stores—Charles Morrow Wilson toured 25 states* for four months, from May 24, 1936 through Sept. 12, 1936. In approaching rural America (which comprises 35,000,000 people who live on farms and another 25,000,000 residing in small rural communities) he avoided "house-to-house" surveying tactics.

To interpret thoroughly and correctly the ticking of the rural mind, Mr. Wilson lived the simple life and appointed himself an 18-hour-per-day questioner - of - all - things - rural. From such an approach, the following four basic findings will be of interest to all advertisers:

(1) Rural America is not only being reached to an increasing degree by radio, but it is also being influenced by radio to an even greater extent than is the city;

(2) The favorite programs of rural listeners include many of the same sponsored network programs which rank highest with the industrial and city population;

(3) The radio is bringing the farm closer to the city;

(4) The radio is doing the Number One job of providing the farm with its close, daily contact with authoritative national sources of agricultural information.

According to Mr. Wilson's report, as contained in NBC's *Money At The Crossroads*, his primary impression is that "radio is the fastest-growing medium of farm entertainment at the present time". It is penetrating the soil at a rate never before dreamed of and isn't interfering with rural inhabitants' devotion to farm club or community activities. Radio is non-competitive and can be truthfully said to supplement the "free" hours of enjoyment.

From early morning to mid-afternoon, radio is developing a routine part in the farmwife's work day. A typical farm family in Wisconsin is mentioned by Mr. Wilson. Two brothers are keenly interested in NBC's *National Farm and Home Hour*, long an institution of national importance. Their special interest is in news of market quotations. One of the daughters is housekeeper and another teaches school. Both are constant listeners to the *National Farm & Home Hour* because of its other features which appeal to their special tastes. In the evening, the entire family divides its listening among these outstanding network programs: Amos 'n' Andy, Lum 'n' Abner, Bing Crosby, Cities Service, General Motors, Major Bowes, Lucky Strike Hit Parade and the Ford Symphony Hour.

They Stay on Farms

Returning to farms in general, Mr. Wilson reports that the noon recess is usually more than an hour in duration. The probabilities are that the men on the farm close their morning work between 11:15 and 11:45 rather than at noon. They gather around the radio to listen to established noontime features, such as weather reports, livestock and produce market quotations. Except during heavy work seasons, they return to work at 1:30 or 1:45 rather than at 1 o'clock promptly. Also, radio listening definitely has had a large share in advancing the family bedtime from around 9:30 to 11 or 11:30.

Late afternoon features, particularly serials, Mr. Wilson finds, are gaining rapidly in rural favor — especially the daytime serials with a family background or with other strong human interest. Farm wives especially find these very acceptable day-by-day listening.

Radio is materially aiding farm parents in keeping farm youth on the farm. Instead of hopping into the family car as soon as chores are over and heading for the nearest village, town or city, farm boys and girls today are found grouped around the radio intently following their favorites of the airwaves!

It is pointed out that the average farm family's entertainment budget is so meagre that radio has become indispensable. Advertisers delivering cosmopolitan entertainment find that rural interests are not bounded by county lines, that these listeners' appetites and appreciation of relaxed kindly "human interest" entertainment closely parallel their city brethren's favorites.

But, and it's an important exception, the farm radio listener dislikes smart, hard Broadway showmanship. He enjoys a limited amount of jazz; appreciates an informal "your-world-and-mine" approach. Mr. Wilson finds that this attitude is more a matter of tone and spirit of presentation than the actual program contents.

There seem to be few absolute or final rules rural listeners lay down as to their program selections. Variety is demanded; restful, easily - absorbable entertainment is always in the front rank of popularity.

The Top Soil

NBC asked Mr. Wilson "How has radio affected rural merchandising?" His findings are based upon talks with 151 farm-catering storekeepers or store managers in 25 states. He questioned the men and women who sell to farmers year in and year out. These contacts undoubtedly represent a most reliable index to radio's place in contemporary farm life. Today, these storekeepers are more competent merchandisers. To survive the depression they were forced to become more alert, had to learn quickly in order to withstand the long siege of rapidly diminishing rural buying power.

In the first place, the number of items included in routine stock has doubled over ten years ago, according to Mr. Wilson. The farm-catering storekeeper has had to hold trade in the face of the trend for trading in the larger centers. Today, the successful crossroads establishment has become a miniature department store. The number of items it was compelled to stock has mounted rapidly since 1926. Yet Mr. Wilson found that where location was good and management alive, merchants remain solvent and offer a worthwhile key to all farm trading potentialities.

The top third of the farm population now earns very nearly three-fourths of the total farm income of the U. S. Country merchandising depends upon the buying power of the "Grade A" rural inhabitant and, of course, it follows that the real merchandising importance of radio as a farm advertising medium rests upon this "top-soil" of buying power.

Mr. Wilson found that radio is the fastest growing rural advertising medium. Its penetration has increased at a rapid rate and now provides the most rapid means of introduction of new products to the farm buying population.

It is also his observation that prize or premium contests over the air have a tremendous appeal. The rural family is decidedly contest minded, as figures of advertisers' returns indicate.

Radio is proving its power in selling merchandise through women and children. Women's daytime programs which sell such products as toilet soaps, washing powders, floor polishes, linoleum, household utensils, and the like, are scoring markedly in the daily trade of the crossroads and small rural stores. Late afternoon children's broadcasts are definitely building trade for those advertisers. As elsewhere, child interest is a tremendous selling force in rural areas.

Cash Income Soars

"Many more products could be advertised over the air to farmers," Mr. Wilson contends. "Hardware and clothing lines are most inadequately represented. Some nine or ten merchants made a special point of mentioning that these lines would sell faster if backed by the sales-pulling power of radio.

". . . One of the most important 'discoveries' I made is that you can sell more to farmers through persuasion than through high-pressure selling talk. The farm-catering merchant knows his customers' buying habits are meditative and comparatively slow - motioned. Quick-fire decisions are rare; the farmer looks upon the act of buying or selling as a personal relation. He reacts strongly against the 'you've-got-to-buy' machine-gun sales appeal".

In the book's foreword by NBC, it is pointed out that with returning rural prosperity there has been an upsurge in the purchase of radio sets during the past year or two; that, according to the Department of Agriculture predictions, the 1937 farm income will be

(*Continued on page 62*)

*Maine, Vermont, New Hampshire, New York, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Idaho, Montana, Washington, Oregon, Utah, Wyoming, Colorado, Kansas, Missouri, Arkansas, Iowa, Indiana, Illinois, Ohio, Pennsylvania, and West Virginia.

CBS on Its Toes In Visual Progress

Kesten Is Television Observer; Said to Be Planning Studio

Mr. Kesten

LOOKING toward the day of practical television, CBS has designated Paul W. Kesten, vice-president and a general executive of the company, as official in charge of television development and preparation.

While no statement could be obtained from CBS, it was learned that Mr. Kesten is acting in the capacity of administrative coordinator. He is also in general supervisory charge of the CBS project for new headquarters in New York, property for which already has been purchased, and is formulating the plans for the building to accommodate television.

Mr. Kesten, it is understood, is keeping himself well versed on visual radio development throughout the world. While CBS does not admit officially that it is doing laboratory experimentation in television, reports persist that a group of developmental engineers are working behind closed doors on experiments keyed to television studio problems.

Now the Time Is Ripe

Several years ago, CBS operated an experimental television station in New York with the call W2XE but discontinued the experiments after more than a year on the ground that experimental visual broadcasting at that time was premature and that there was not a sufficient number of receivers in use to get reactions of the character required.

Reports were current that CBS already had leased a substantial amount of space in one of New York's skyscrapers for possible television operation but these could not be confirmed officially. Since television broadcasting will be on the ultra-high frequencies, an antenna location at substantially the highest point in the city must be used. Visual signals are obstructed by tangible objects because they have "line of sight" characteristics. For that reason the antenna must be located so as to "rain down" its impulses upon receivers.

With NBC conducting daily television experiments from its plant atop the Empire State Bldg. in New York as well as at the laboratory of RCA Mfg. Co. at Camden, N. J., interest in television in this country has been substantially heightened during recent months. Philco Radio & Television Corp. is also conducting experiments in Philadelphia and recently demonstrated 441-line television which NBC has been using experimentally for some time also. The basic RCA system now is being used exclusively in England by the British Broadcasting Corp. which has adopted the EMI method as standard. EMI is the British licensee of RCA.

Dr. Peter C. Goldmark, television engineer with CBS for the last 18 months, is in charge of the technical aspects of the visual experiments, working under Edwin K. Cohan, director of general engineering of CBS.

Broadcast Inquiry Is Certain This Session, Connery Claims

Attacks Alleged Network Monopoly at Hearing; Seeks "Thorough Study" of Radio Situation

REVIVAL of reports of an investigation of network broadcasting, involving alleged monopoly charges occurred March 11 after Rep. Connery (D-Mass.) appeared before the House Rules Committee in support of his resolution (HR-92) providing for such an inquiry. The Committee did not act, pending the appearance of Rep. Wigglesworth (R.-Mass.) next week in support of the measure.

Rep. Connery predicted his resolution would be approved after the Committee meeting at which he attacked alleged network monopoly generally. On the preceding day, he made the same prediction in addressing the American Section of the International Committee on Radio in Washington. Rep. Connery's resolution provides for the appointment of a seven-member committee, which, he presumes, will be headed by himself. With a favorable report he indicated that the resolution would be approved by the House.

There has been talk, should the resolution pass, of hiring an outstanding figure in public life as the committee investigator. Thus far no indication has been given as to his identity.

Deems It Definite

In his address March 10, Rep. Connery said that if the House does not vote for a broadcasting investigation, the Senate will. Senator White (R-Maine) who presided at the International Radio Committee meeting, supported Mr. Connery's view stating the temper of the Senate and the House was "such as to guarantee an investigation of network broadcasting." He added that Congress was concerned with the "monopoly" in broadcasting, purported atheringin of stations by networks and the ownership of stations by newspapers.

In his testimony before the Rules Committee, Rep. Wearin reiterated his charges of alleged monopoly. He charged that under the present system chain broadcasts "completely blot out the programs of smaller stations."

Rep. Clark (D-N. C.) declared the resolution should be changed to make it a direct investigation of the FCC, if approved at all. A number of members of the Committee, including Chairman O'Connor (D-N. Y.), Rep. Mapes (R-Mich.) and Harlan (D-Ohio) participated in the examination. Mr. Connery said he thought the power companies control the networks but desired to have the investigation determine that. He emphasized that his investigation was not aimed primarily at the FCC.

"I believe the whole radio system should be thoroughly aired," Mr. Connery went on. "I have no objection if the Committee includes the FCC, specifically, in this resolution, but my desire is for a thorough study of the entire question of radio and I think you will find that there is no question but that it should be investigated."

Rep. Harlan observed that he had been able to get "greater freedom of speech" over the air than in newspapers, indicating opposition to the proposal. Rep. Greenwood (D-Ind.) questioned the Congressman as to how much money would be involved.

The Connery resolution was introduced Jan. 28 and superseded a previous measure offered by him earlier in the month which included an investigation of broadcasting generally, including the FCC. The revised resolution deals only with alleged monopoly by the networks.

Under usual procedure, Mr. Wigglesworth, a member of the appropriations subcommittee handling FCC funds, will be heard before the Committee acts finally. Mr. Wigglesworth has attacked the FCC for condoning alleged "trafficking" in radio station licenses and also has besieged the networks on the purported monopoly issue. Should the Committee report out a rule, the matter then will go before the House for approval and for actual appropriation funds.

Rep. Connery in the March 10 address declared he had two major reasons for launching the broadcasting investigation. One was due to his interest in labor, he said, recalling that during the NRA it was disclosed that the broadcasting chains had company unions and did not favor organized labor. He called radio a natural resource like coal and oil.

The three chains, NBC, CBS and Mutual, are "gobbling up" stations, he said, so "independents hardly count any longer". The situation is dangerous to American liberty, he continued, reminding that he had received hundreds of protests from interests representing labor, education and agriculture.

Rep. Connery said that he was not "an enemy of radio" and "had no axe to grind", but he wanted a House investigation to get all the facts and to clean up any evils which might exist. He censured the practice under which he said broadcasting executives can tell a person how long he can be on the air, when he can speak and what he can say by blue-penciling his talk in advance.

He said that he wanted to concentrate upon the monopoly features of radio and the wages and laboring conditions in the industry.

Bulletin

THE Washington State Legislature with one dissenting vote in each House, has passed new copyright legislation designed to curb activities of copyright groups such as ASCAP, according to word received as BROADCASTING went to press. It is similar to the law signed March 12 by Gov. Ayres of Montana [see article on page 20 covering Montana action].

COMMITTEE STUDIES PROCEDURE OF FCC

AN INVESTIGATING committee of the FCC to inquire into alleged "irregularities" in the handling of cases before that body was appointed March 10 by Chairman Prall upon motion of Telegraph Commissioner George H. Payne. Mr. Payne proposed the appointment of such a committee after informing the en banc FCC meeting that he had new information relating to purported improper conduct in cases before that body. He was named chairman of the committee to serve with Telegraph Division Chairman Irvin Stewart and Telephone Commissioner Thad H. Brown.

At the same en banc meeting the question of revision of the so-called "two-year rule" of the FCC providing that attorneys on the FCC staff may not practice before that body until two years after having left the government service, also was raised. This rule was sponsored by Mr. Payne. He held the rule did not apply in the case of Joseph L. Heffernan, former attorney of the Commission's Telephone Division who resigned Feb. 10. Now an Assistant Attorney General of Ohio, Judge Heffernan seeks to appear before the FCC in the case of an application involving WOSU, Ohio State University station. Nominally he would be barred under the two-year rule but the contention of Commissioner Payne is understood to be that state officials formerly with the FCC, should be exempted. Possible revision of the rule, to make it specific on a matter of this character, will be considered by the FCC on March 17, it is reported.

Louis G. Caldwell, Washington attorney and president of the Federal Communications Bar Association, on March 12 wrote Mr. Payne offering the organization's services to the FCC Committee and asking the right to participate. The executive committee authorized this action, he said.

Seasonal Change Brings Network Program Shifts

MARCH 21 marks the first day of spring and also the departure of the first network sponsor from the air for the summer, Vick Chemical Co., which concludes its CBS series of *Vick's Open House* programs on this date. On the 28th, National Biscuit Co. moves *Twin Stars* from its Friday night spot on NBC-Blue into the period vacated by Vick. On March 22, William R. Warner & Co. winds up its current *20,000 Years in Sing Sing* series for Sloan's Liniment from 9 to 9:30 p. m., Mondays, on NBC-Red, and on April 12 this spot is filled by *Fibber McGee and Molly*, whose sponsor, S. C. Johnson & Son Inc., moves them from 8 to 8:30 p. m. Mondays on the same network.

On the same day General Foods Corp. will start its new *Burns and Allen* program for Grape Nuts in the time just vacated by the Johnson show. March 22 also will see the concluding performance of Helen Hays in *Bambi*, the serial sponsored by General Foods Corp. for Sanka Coffee on NBC-Blue, Mondays, 8 to 8:30 p. m. And on March 31, Campbell Soup Co. starts *Ken Murray* on CBS in the Wednesday night 8:30-9 position formerly filled by *Burns & Allen*.

Making the Sustaining Program Sell

By JOHN BLACK
Merchandising Specialist and Commentator

Series of Programs About Various Industries Proposed As Means of Attracting Them to Use Radio

ONCE upon a time, when radio was young, the broadcasting industry was nearly bled white by its over-generous granting of free time. Stations threw open their sustaining programs to every Tom, Dick and Harry who thought he had a message for the long-suffering listeners. After a while this ended. It had to, of course, if the broadcasting industry was to survive. And stations adopted policies by which sustaining programs were subject to careful watch and stern control.

That was a logical step, of course. But recent experiences of my own make me wonder whether we have not sent the pendulum swinging too far in the opposite direction. There is one important sales function the sustaining program can perform, and that function is often — I might even say, usually—forgotten in present planning. I refer to the use of such programs to familiarize industries not now broadcasting with radio's value in sales promotion.

Plenty of Material

There is a wealth of good program material in industry interviews which can serve both to justify sustaining program time for "news value" and to build potential customers for the station. Let me cite my own experience on this: Recently I gave a series of *Miracles of Industry* features on an Eastern station. At first these were talks by myself; later I converted them into industry interviews, bringing to the mike various men who were leaders in their respective industries. I covered chiefly the new industries, such as air conditioning, aviation, bus transport, chemistry, etc. All programs were dramatic, newsy, human, and had an immediate appeal to the listeners, as my mail showed, because they told of new scientific developments which were making life more comfortable or interesting.

Few manufacturers heard my talks because the program was local, yet I got scores of letters from the heads of major companies all over the country. They had read of the events in the press and wanted copies of the talks. These manufacturers thus became conscious of radio's value for the first time. The importance of this to the broadcasting industry may be gauged by the fact that numerous manufacturers wrote me asking for cost data on broadcasts.

In line with the above, then, I offer a few suggestions. It seems certain to me that, if the sustaining program restrictions were modified to permit at least a trial of the industry interview idea, much could be accomplished toward widening radio's market. If you want to test the plan here are three major points based on actual knowledge:

Rules for Industry Interviews: (1) The speaker must be a manufacturer and so preeminent in his field that he is removed from any sales suggestion; (2) the broadcast must be built solely on editorial lines; it must interest and inform the listener by discussing, not the company or the industry, but the consumer application of the industry; (3) the industry must be new and the treatment must be timely. I do not recommend established industries for this because of lack of news value —though even there a new slant might be found.

Mr. Black

Audience and Industry

With these points in mind, two supplementary phases can be considered: Promotion of the industry interview feature to (a) the radio audience, and (b) the industry in question.

Radio Audience Promotion: Here the director of talks takes up the job. If the broadcast conforms to standard, it will be excellent listener stuff—timely, newsy, authoritative. The topic will be highlighted in station publicity releases and its popular significance stressed, with the speaker subordinated, this latter point depending of course on the speaker's personal appeal or prominence.

Industry Promotion: Once the industry interview is arranged, the station's sales staff must carefully publicize the event. My experience has been that trade associations cooperate splendidly. If it is properly sold to them—and especially if, as often happens, the speaker himself is president of the trade association — the organization will make copies of the broadcast and distribute them to all member companies. This brings the station to the attention of a potential advertiser through a disinterested party.

A point to keep in mind: Actually *hearing* the broadcast is unimportant in this promotion job. Many manufacturers will not hear it; but, as I brought out earlier, they will be advised of the event by their trade association and they will read the copies of the broadcast.

Further, don't forget to fully publicize the event in the trade press. Often the trade association will do this. And remember there is still something novel about radio to the average nonbroadcasting manufacturer. He will read the continuity when he gets it, because it's about his business. And he will be so much more receptive to the station salesman when the latter tries to sell him time.

Let me cite at random four possible industry interviews which have undeniable news and editorial value and which would open the door to new markets:

(1) *The Trailer.* We have only to think of the keen public interest in trailers at present to realize the listener value of such a talk, and the sales value in this new industry is self-evident.

(2) *Rayon, the Miracle Textile.* Rayon is now mainly a brand name industry, thus depending on consumers for support. The subject has dramatic value to the listener; and eventually this industry must use the air.

(3) *Transparent Wrapping.* How Cellophane, Protectoid, Sylphrap, etc., have conquered the packaging field we know; yet these firms are not actively on the air. The hygiene and beauty aspects of the story interest every woman listener.

(4) *Glass Houses.* In the new construction boom, glass walls as substitute for windows are playing a big part. The glass industry is not broadcasting yet, but eventually will have to reach the home-builders. And the story has fascination as an interview.

One thought in conclusion: When a manufacturer goes on the air and gets a bunch of letters in reply, he is immediately conscious of broadcasting's sales power—far more so than any sales talk could make him. He does not have to be persuaded that radio can evoke response, he knows! And since he is a leader in his field, his appearance on the air draws attention of competing companies to the possibilities of radio. Finally, listeners really *want* industry news, when it is dramatically and convincingly presented.

Pepperell Feeler

PEPPERELL MFG. Co., Boston (sheets) is conducting a test radio campaign in the southeast, using a quarter-hour program once a week on WSB, Atlanta, and WRDW, Augusta. Program, which features the philosophical talks of Dr. Karl Reiland and organ music, originates in Atlanta and is sent by wire to Augusta, Thursday, 6:15-6:30 p. m. This series, which is Pepperell's first radio venture since the company was on NBC's *National Home Hour* for 26 weeks some six or seven years ago, will be thoroughly tested in the South and if successful will be extended throughout the country, either by network or transcription. BBDO, New York, is the agency.

TIP TO TEXTILES
Chatham Says Industry Should Modernize Tactics

A POINTED suggestion to the textile industry that it devote more attention to consumer advertising and merchandising was made by Thurmond Chatham, president of Chatham Mfg. Co., Winston-Salem, N. C., in his contribution to the annual symposium of trade opinion published this month by *Textile World*. The head of one of the largest branded blanket houses, Mr. Chatham said he felt the industry has not been particularly wise on forward-looking in merchandising generally. While productive facilities have been kept modern, he said, merchandising policies with few exceptions, have been among the most backward of any industry.

"To maintain a profitable era in textiles I think it is absolutely necessary that we follow the lead of such industries as the motor-car industry and, through advertising, make our products better known to the buying public of this country. Anyone who glances through our national magazines and newspapers, or listens to the radio programs will find the textile industry sadly lacking in reputation.

"I do not consider competition between ourselves to be nearly as severe as competition with other industries who are after the consumer dollar. A woman who has a certain amount of money to spend may buy a new lamp, new curtains, blankets, something for the kitchen, or one of the products of dozens of various industries. The merchandise that is placed before her in the most favorable position will probably get the call."

Personal Endorsements Covered by Federal Bill

A BILL which would require personal endorsements of articles advertised by radio be accompanied by a statement that the endosement is paid for, was introduced in the House March 3 by Rep. Maloney (D-La). On his behalf it was stated the bill was not espoused by any particular group but grew out of the Congressman's personal conviction that many radio advertisers rather than stations, were taking undue advantage of the public. The bill would amend Section 317 of the Communications Act of 1934 by adding the following language:

"It shall be unlawful for any individual to broadcast by radio communication any recommendation of the use of any article and, in such broadcast, to indicate that such person has used such article, unless such individual shall, at the time of such broadcast, also broadcast the fact, if true, that the recommendation was secured by the promise or payment of money or other valuable consideration, or that such person has been promised or has received money or other valuable consideration for the broadcast of which such recommendation is a part."

PURCHASE of WMFN, Grenada, Miss., by P. K. Ewing, vice-president and commercial manager of WDSU, New Orleans, was disclosed when Attala Broadcasting Corp., operating WMFN, recently moved to Grenada from Clarksdale, asked the FCC for voluntary assignment. WMFN owners are J. E. and C. E. Wharton.

Senate Passes Copeland Bill With False Advertising Clause

Injunctive Provision Is Added as Bill Undergoes Two Days of Debate; Fight Looms in the House

THE COPELAND Bill (S-5) to regulate the sale and advertising of food, drugs and cosmetics by amending the quarter-century old existing law, negotiated its first legislative hurdle March 9 with unanimous passage by the Senate.

Action came after two days of debate, during which a revised bill was offered by Senator Copeland (D-N. Y.) tightening up on some of the provisions but still carrying the proviso for Department of Agriculture administration of the measure rather than Federal Trade Commission jurisdiction. On advertising, the measure carries a clause for prohibition of false advertising by court injunction—an innovation introduced by the New York legislator this year, after a four-year effort to have a bill enacted.

A sharp fight still looms in the House where four separate food and drug bills are pending and where the Federal Trade Commission has strong support on its crusade to obtain administration of the act. There now is pending in the House a proposed amendment to a Federal Trade Commission bill (H. R.-3143) which would snatch from the Copeland bill the advertising injunction provision and remove the need of a section in the Copeland bill dealing with regulation of advertising of these commodities.

Hearings Planned

Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee and author of the amendment, has indicated that hearings will be held before a subcommittee of his Committee which has already been named, and of which he is chairman.

Last year the Copeland bill in much the same form as the present measure except for the advertising injunction provision, was blocked in the House after having passed the Senate. Senator Copeland sought to strengthen the measure in certain respects after President Roosevelt on Feb. 23 had criticized the Copeland bill as weaker than the present 25-year-old act.

There was considerable debate on the measure in the Senate March 8 and 9. A motion for a substitute bill offered by Senator Moore (D-N. J.), which he claimed would strengthen the bill substantially, was defeated. The Senate next defeated a motion to recommit the Copeland bill to committee.

Legislation along the lines of the Copeland bill at first was strongly opposed by advertising media, advertisers and manufacturers when the original draft was offered in 1933 in collaboration with the then Assistant Secretary of Agriculture Rexford Guy Tugwell. Through the years, the measure was toned down in many important respects and virtually all of the opposition melted. There is no substantial opposition indicated to the measure as now written except on the matter of jurisdiction. Strong support, particularly within the drug and cosmetic industries, is being exerted for Federal Trade Commission rather than Food & Drug Administration jurisdiction.

The measure is of importance to the broadcasting industry since about one-third of gross radio revenue, or some $35,000,000 emanates from food, drug and cosmetic accounts, both network and spot. According to Senator Copeland, his bill provides for control of false advertising of drugs, foods, therapeutic devices and cosmetics whereas under the present law there is no provision made for their control. Senator Copeland said that the bill would accomplish the three requisite objectives of strengthening the existing law, extending protection to the consumer and imposing on honest industrial enterprise no unnecessary hardship.

Injunctive Clause

On the subject of the advertising provisions, Senator Copeland repeated what he had previously said in that connection:

"The controversial subject of control of advertising has been met by providing for the prohibition of false advertising by injunction. The bill also states differently the offense of false advertisement. The statement in previous bills has occasioned no end of controversy—some of it quite meritorious—on the ground that when applied to the unlimited field of advertising it was too elastic and encompassed things far beyond the purpose of the bill. Also, it would lend itself to unnecessary and unjustified governmental interference in the affairs of business, and impose upon the government a job far beyond the government's financial and personnel capacities to enforce. The statement of the offense in the bill defines those subjects pertaining to food, drugs, and cosmetics which should be under Government control."

Again advocating Food & Drug Administration rather than Federal Trade Commission enforcement of the bill's provisions on advertising, Senator Copeland said he proposed this on the premise that advertising of foods, drugs and cosmetics is nothing more than an extension of labeling. He insisted it did not have the effect of depriving the Trade Commission of its jurisdiction to proceed against false advertisements in such form as to make it an unfair method of competition.

In taking up the revised Copeland Bill section by section, there was considerable debate on its provisions—particularly respecting advertising. Senator Barkley (D-Ky.) argued that the bill should be amended to tighten precautions against publication of banned advertising, mentioning specifically magazines, newspapers and radio. Senator Borah (R-Idaho) debated the injunction provision and finally succeeded in procuring an amendment restricting court jurisdiction on seizures.

Among prohibited acts and penalties under Section 3 of the bill, as passed, were included the dissemination by the United States mails or in interstate commerce in any manner, or by any means, including radio broadcast, of any advertisement which represents any drug or device as having a therapeutic effect in the treatment of a list of specified diseases, unless such advertisement is disseminated only to members of the medical, dental, and pharmaceutical professions.

Also prohibited is the dissemination by any of these means of any advertisement which contains any representation regarding any food, drug, device or cosmetic, or the ingredients thereof, or the substances therein, or the identity, strength, quality, purity, quantity, origin, source, harmlessness, or safety thereof, or the nutritional, dietary, curative, therapeutic, preventive, diagnostic, or beneficial effects thereof, or the safety or efficacy of the dosage, frequency, or duration of use pertaining thereto, which is false or misleading in any particular.

Medical Opinion

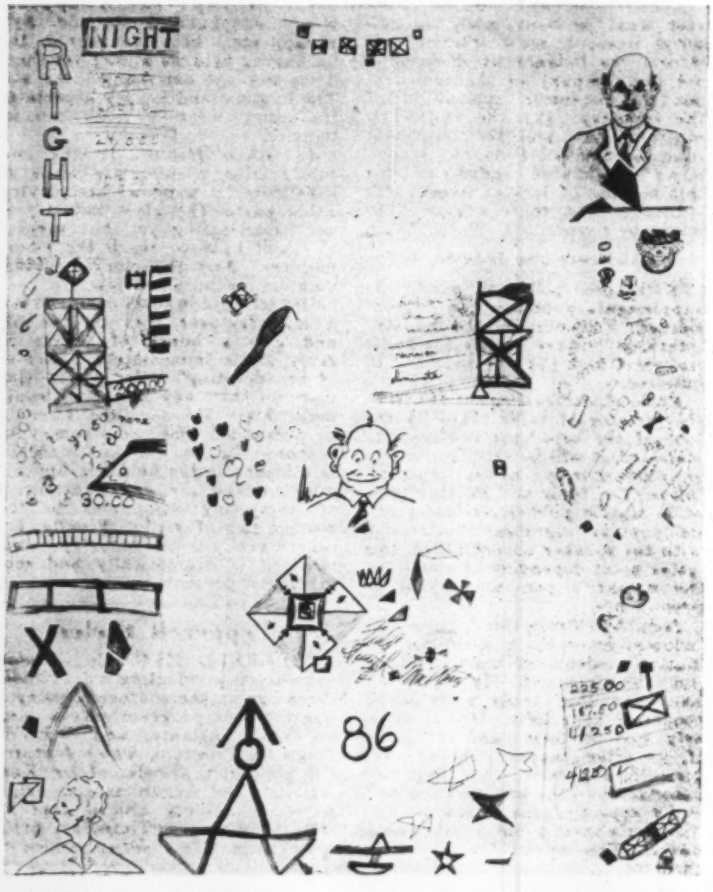
After citing numerous other prohibitive acts, the bill as passed states that any representation concerning the effect of a drug or device as enumerated in the act shall be deemed to be false or misleading if it is not supported "by persons who, by reason of scientific training and experience, are qualified as experts on the subject to which such representation relates." This was a compromise of a provision which required support of medical opinion. Difficulty was found in defining "medical opinion" and the compromise was resorted to.

The injunction provision finally agreed to by the Senate reads as follows:

"Sec. 4. (a) The several district courts of the United States are hereby vested with jurisdiction to prevent or restrain by injunction, upon due notice, temporary or permanent, any person from violating any of the provisions of subdivisions (a) to (j), inclusive, of section 3. Discontinuance of the violation shall not be grounds for denial of injunction, if the court shall find that repetition of the offense is likely to occur.

"(b) Any injunction issued pursuant to this section shall be operative throughout the United States and the Territories and may be served on the person enjoined at any place in the United States or any Territory where such person may be found. Any person who violates such injunction may be punished for contempt in the court of his residence or where such person may be found. The clerk of the court which issued the injunction shall, when so required by any other court before which application to enforce the injunction is made, transfer without delay to such other court a certified copy of the decree of injunction. Contempt proceedings may be insti-

(*Continued on page 76*)



DOODLES a la NBC—Here is a composite photograph of the doodling antics of NBC-owned and operated station executives, gathered by an enterprising individual following a recent meeting in New York headquarters at which the rates of the 15 owned and operated stations were altered, mostly upward (see BROADCASTING, March 1). Ample evidence that figures were on the minds of the conferees will be found in the hieroglyphics. Photo supplied by *NBC Transmitter*.

The boss said...

"Write an ad stating that rain or shine winter and summer WLS broadcasts Time and Temperature reports every 15 min. daily. Most important! is the fact that we do not sell sponsorship for these services. They are used to build listener loyalty which predicates advertising results

..."

WLS

The Prairie Farmer Station

870 KILOCYCLES

BURRIDGE D. BUTLER, *President* · GLENN SNYDER, *Manager*

Cleanup of North American Bands Sought

Abandonment of Outlaw Stations Among Main Topics to Be Taken Up as Delegates Assemble for Havana Conference

TECHNICAL radio delegations representing the four major nations of the North American Continent were prepared to convene in Havana March 15 for a one-week session during which they hope to agree upon a mutual radio allocation compact for coordinated use of the radio spectrum.

As exclusively announced in the March 1 issue of BROADCASTING, an American delegation of four, headed by FCC Chief Engineer T. A. M. Craven, has been named by President Roosevelt to represent this country at the technical radio conference—the precursor of a formal session with treaty-making powers, planned for this November in Havana.

A more or less tacit understanding has been reached, it was learned, among these major nations as to the agenda of the conference and the objectives, which look toward an equitable distribution of broadcast and shortwave broadcast facilities, along with other recognition of and adherence to other technical standards.

Renegade Stations

Foremost in the minds of the American delegation is abandonment by Mexico of so-called outlaw "border stations" which have been operated mainly with American capital and American advertising sponsorship on preempted channels. The American delegation, along with the Canadian, will insist upon closing down of those stations as a condition precedent to the drafting of any tentative treaty. Stations operating on those waves, notably those of Dr. John R. Brinkley (XERA) and Norman T. Baker (XENT) have caused serious interference with operation of both Canadian and American stations.

Even though the State Department and the FCC have labeled the conference as purely preliminary, wide interest has been aroused in broadcasting circles in this country. As a consequence, such individuals as James W. Baldwin, NAB managing director; Dr. C. B. Jolliffe, former FCC chief engineer and now an engineering executive of RCA; Louis G. Caldwell, former Radio Commission general counsel and a practicing Washington attorney; I. R. Baker, chief of transmitter sales of RCA Mfg. Co., and Carl J. Meyers, chief engineer of WGN, Chicago, will be among those on hand in Havana during these sessions as unofficial or "industry observers".

In addition to Comdr. Craven, President Roosevelt named as members of the delegation Lieut. E. K. Jett, retired Naval officer and assistant chief engineer of the FCC, Gerald C. Gross, chief of the International Section and Harvey B. Otterman, lawyer of the Treaty Division of the State Department. Personnel of the delegation was precisely that forecast in the March 1 issue of BROADCASTING.

The Canadian delegation is headed by Walter A. Rush, controller of radio of the Department of Transport. His associates are J. W. Bain, radio engineer of the same department, and Donald Manson and K. A. MacKinnon, engineers of the Canadian Broadcasting Corp.

While the formal agenda for the sessions has not been released, a good conception of the subject matter has been obtained. The State Department, in formally announcing the conference, pointed out that it will be held in Havana March 15-22 at the invitation of the Cuban Government "for the purpose of consulting with representatives of the Governments of Cuba, Canada and Mexico regarding radio matters in this Hemisphere, particularly broadcasting." "The object of the meeting," said the announcement, "will be consideration of problems of interest to all of the participating Governments and the formulation of an agenda for a formal regional radio conference to be held in early November of this year and to be participated in by the Governments of the Western Hemisphere."

While the preliminary engineering session of the conference will be closed, except to delegates, it was indicated that efforts would be made to have the November sessions open to all parties in interest, if an agreement is reached at the first meeting. That would give broadcasters an opportunity to participate except in the actual voting on the various proposals.

Basic questions on the prospective agenda might be enumerated as follows:

1. Broadcast allocations among the North American nations in the band between 550 and 1600 kc.

2. Allocations of shortwave broadcast channels in the band between 1600 and 30,000 kc. which encompasses international relay broadcasting. This question has become particularly acute since Germany, France, Russia and other nations, using powerful shortwave stations, are saturating the world, but more particularly the Latin and South American areas with commercial and political propaganda.

3. Revision of the North American agreement reached in 1933 on allocations of channels between 1500 and 6000 kc., called the Continental shortwave band. These bands are adapted for point to point, miscellaneous broadcasts, aviation and similar services.

4. Agreement on general standards of engineering, such as frequency separation between channels, tolerances, minimum standards for equipment, etc., all designed to bring about a mutuality of operation resulting in minimum interferences.

5. Consideration of ultra-high frequencies, above 30,000 kc., for future allocations for broadcasting, television and other prospective services. This consideration is preliminary to the International Radio Conference to be held in Cairo, Egypt, beginning Feb. 1, 1938, for the revision of world allocations. At the last Conference held in 1932 at Madrid, the ultra-high frequency range was allocated for general experimental use rather than any definite pursuits.

6. Possible development of a coordinated plan involving all modes of communications for use among the nations in case of national calamities like earthquakes, hurricanes or floods.

7. A general discussion of amateur allocations in North America and rules governing their operation.

Far transcending in importance any other phase of the conversations, of course, is that of working out an equitable allocations plan for broadcasting. It has been clearly indicated that at the Havana sessions, representatives of the four nations first will sit down to work out tentative treaty plans to be submitted to the formal conference in November. If it is found that the groups cannot get together on fundamentals, there is a strong possibility that the conference in November will be forgotten altogether. Thus, the conference might be labeled a round-table discussion of engineering principles in the hope of working out a plan that can be ratified by the November conference.

The 1933 conference in Mexico City failed after Mexico refused to abandon its border stations and as a result of its demands for a minimum of a dozen clear channels out of the 96 available in the broadcast spectrum.

With that experience and background, it appears that the American delegation will insist upon two points at the preliminary conference. The first will be that the foreign nations agree to the principle that a treaty rather than any gentleman's agreement be worked out. A treaty would be binding upon all administrations whereas in the case of a gentleman's agreement, a change in the communications ministry in any one of the countries might result in its repudiation.

The second point upon which this

(*Continued on page 75*)

LIEUT. E. K. JETT

T. A. M. CRAVEN

GERALD C. GROSS

H. B. OTTERMAN

hark, ye brethren

Here, packed between the covers of a book whose story is as impartial as a surgeon's diagnosis, is the most intensive description ever published of the market WOR serves. If a copy has not been already sent to you, we shall be glad to fill your request the moment it is received.

This is a singularly straightforward book, designed and written in a moment of concentrated glee. It deals, unfortunately, with cold figures, which are neither elastic nor evasive and beneath whose dull tread gayety gives way. We knew long ago that such a book would some day be compiled. Luckily, we gave scant thought to the immensity of the task. Notwithstanding the general nature and intent of the book (and we had better make it plain that it is satanically slanted to sell), we must add in clear tones that we are proud of what is in it. It shall fill the dual role of the *most complete and intensive radio station market data book compiled to date*, and as a hymn source for those engaged in the quaint task of preparing to sell. Here postulants will find much to give them pause; scarred veterans good reason to raise jaundiced eyes and murmur in their beards. But whatever reception shall be accorded it, whatever comment it shall provoke, it is with a sense of giddy satisfaction that we view the facts within the covers of "Of These We Sing" which have meant such a lot of work to the people who gathered them and to us who cheered them on — *From the introduction to "Of These We Sing."*

WOR.

Law for Copyright Regulation Passes Montana Legislature

Music Licensing Groups Placed Under Jurisdiction Of State; Measured Service Fee Plan Required

ANOTHER surprise copyright move, placing ASCAP and other copyright groups in a precarious position in Montana, was the enactment March 3 by the Montana State Legislature of a copyright bill designed to force "per piece" or measured service methods for payment of copyright royalties and subject all such groups to the jurisdiction of the state.

Advocated by Ed Craney, general manager of KGIR, Butte, and leader of independent stations in the campaign against ASCAP, the bill was passed by both House and Senate on the same day. It is identical in all essential details with the measure pending before the Washington State Legislature (BROADCASTING March 1).

Enactment of the measure came suddenly but not before ASCAP had word of it.

E. C. Mills, ASCAP general manager, was on the scene in Helena March 8 after procuring word of the legislature's action. He hired a prominent West Coast law firm and immediately petitioned Governor Roy E. Ayers against signing of the measure. Afterward, Mr. Mills left for Washington State, presumably to do his utmost to block passage of an almost identical measure pending before the legislature of that state.

Federal Proposal

The Montana action followed closely Mr. Craney's "open letter" on copyright to members of Congress (BROADCASTING Feb. 15), in which he sought action by the Federal Legislature in behalf of a group of independent stations. At that time he submitted a proposed bill to amend the existing copyright laws requiring legislation of all works and their publication so they may be made available to all users; determination of liability for infringements by the courts through elimination of the present $250 minimum mandatory innocent infringement provision and otherwise leading up to a per piece method of compensation rather than the present percentage basis plus arbitrary sustaining fees.

Like the Washington state bill, the measure passed by the Montana Legislature imposes drastic restrictions upon copyright owners and requires them to sell music on a per-piece basis at prices the owners themselves would establish. At the same time, however, they would be required to make public complete catalogs of their numbers so as to permit users to avoid infringement.

Far-reaching provisions for institution by the state courts of a receivership for copyright groups which fail to comply with the drastic state law, are included in the measure. It would be unlawful for two or more persons holding or claiming separate copyright works to band together to "fix prices" but it is specified that such persons may join together if they issue licenses on rates assessed "on a per-piece system of usage."

The crux of the bill, believed to make possible State jurisdiction, is the determination that production and creation of music and its commercial use, is a business clothed with the public interest and that to prohibit, discourage and prevent monopolistic practices and to prevent extortion, as well as to encourage free bargaining, such business "shall be subject to the police power and reasonable regulation of the state government." In that way, the Montana legislation labels musical compositions as a commercial commodity subject to State jurisdiction.

Penalties in the act specify that any pool attempting to evade the law would be open to injunction proceedings. Any defendant refusing to obey the court then would be placed in the position of having the court appoint the county auditor as receiver for the copyright works and properties of the defendants. The receiver would proceed to run the business of licensing the compositions for performance.

Should the defendant attempt to withdraw his copyrighted works or property from the state in order to violate the act, the court is authorized immediately to convene a state monopoly board consisting of the state auditor and state treasurer and the superior judge as the advisory member. This board would have one function—to discourage price-fixing and monopolies.

It would administer the property for one year or until the defendants or the individual copyright owner took oath that they would abide by the rulings of the court and the provisions of the act. If at the end of the year, the defendants continued to "wilfully disobey the court orders" then the court would be required to issue an order that unless they obeyed within ten days it would proceed to permanently deprive the defendants of their property.

It is presumed that other states will follow the lead of Montana in enacting state copyright laws. Since an identical bill is pending in Washington, it is expected that action will be undertaken in that state first. Wisconsin, it is understood, also is considering legislation along the same general line.

The copyright measure was introduced in the House by State Assemblyman Jim Brennan. It was passed with only two dissenting votes by that body. There was only one dissent in the Senate, despite the fact that the Judiciary Committee of that body is headed by State Senator Meyers, who was attorney for Warner Bros. motion picture houses in the suit brought against KGIR for alleged infringement of Warner numbers last year.

Several minor amendments to the measure as introduced were agreed to by House and Senate. In Section 1 of the measure it was provided that motion pictures would not be affected by the legislation. Other sections of the act were made to conform.

As interpreted by legal authorities, the new legislation means that existing contracts for copyrighted works can be cancelled within 30 days; that it does not restrict combinations of copyright owners but only regulates their actions; finds that music as it is today is practically a public utility and that if copyright owners refuse use of their music in Montana by Montana stations and allow its use by outside stations serving Montanans then the state has a right to protect its citizens. Finally it holds that a copyrighted number is not an intangible but a commercial commodity.

WBS PROMOTION
Insert In Year Book Number
Widely Distributed

TO A THOUSAND agencies and advertisers in the New York area and some 400 stations in the United States and Canada, World Broadcasting System mailed reprints of its colored insert in the 1937 *Broadcasting Year Book Number.*

On the reverse side of the insert is this message: "Have you seen it?—the colorful WBS insert in *Broadcasting's 1937 Year Book Number?* Here's a reprint of the part that should be of special interest to you. For complete news of radio, read BROADCASTING. And for complete transcription library service, use World Program Service."

WHY RADIO? — James D. Shouse, president of KMOX, St. Louis, answered that one at the March 1 meeting of the Kansas City Advertising Club. Radio is not a cure-all, he said, but there are few advertising objectives that cannot be achieved by using the medium. He recited numerous success stories and advocated the survey-before-buying method of purchasing radio. In the photo, left to right, are Merle S. Jones, assistant to Mr. Shouse; Mr. Shouse; Ray W. Lockard, president of the club, and J. Leslie Fox, director of sales for KMBC, Kansas City.

Copyright Measure Hearing Is Certain

Early Action Seen in Senate By Duffy; Attacks ASCAP

FOR THE second successive year hearings on the Duffy copyright bill (S-7) were indicated in the Senate probably to begin within the next month. Senator Duffy (D-Wis.) in an address March 10 before the American Section of the International Committee on Radio, meeting in Washington, declared he hoped to have the measure enacted at this session as the result of an early start.

He assailed the practices of ASCAP as "savoring of a racket" and said that ASCAP, in numerous cases which he cited, had levied license fees that were "unconscionable". He particularly censured ASCAP's efforts to exact payments from restaurants, drug stores, dance halls and from organizations running benefit affairs. ASCAP may extend its levies to taxis, he asserted.

ASCAP fails to realize, he said, that the public has some rights in listening to radio under the general welfare clause of the Constitution and that the monopoly of music should not be allowed.

Senator Duffy has discussed with Chairman McAdoo (D-Cal.) of the Senate Patents Committee the matter of hearings on his bill and there has been substantial agreement that they will be held if there is sufficient demand. The pressure of other legislative work, notably the President's Supreme Court campaign, has tended to slow up consideration.

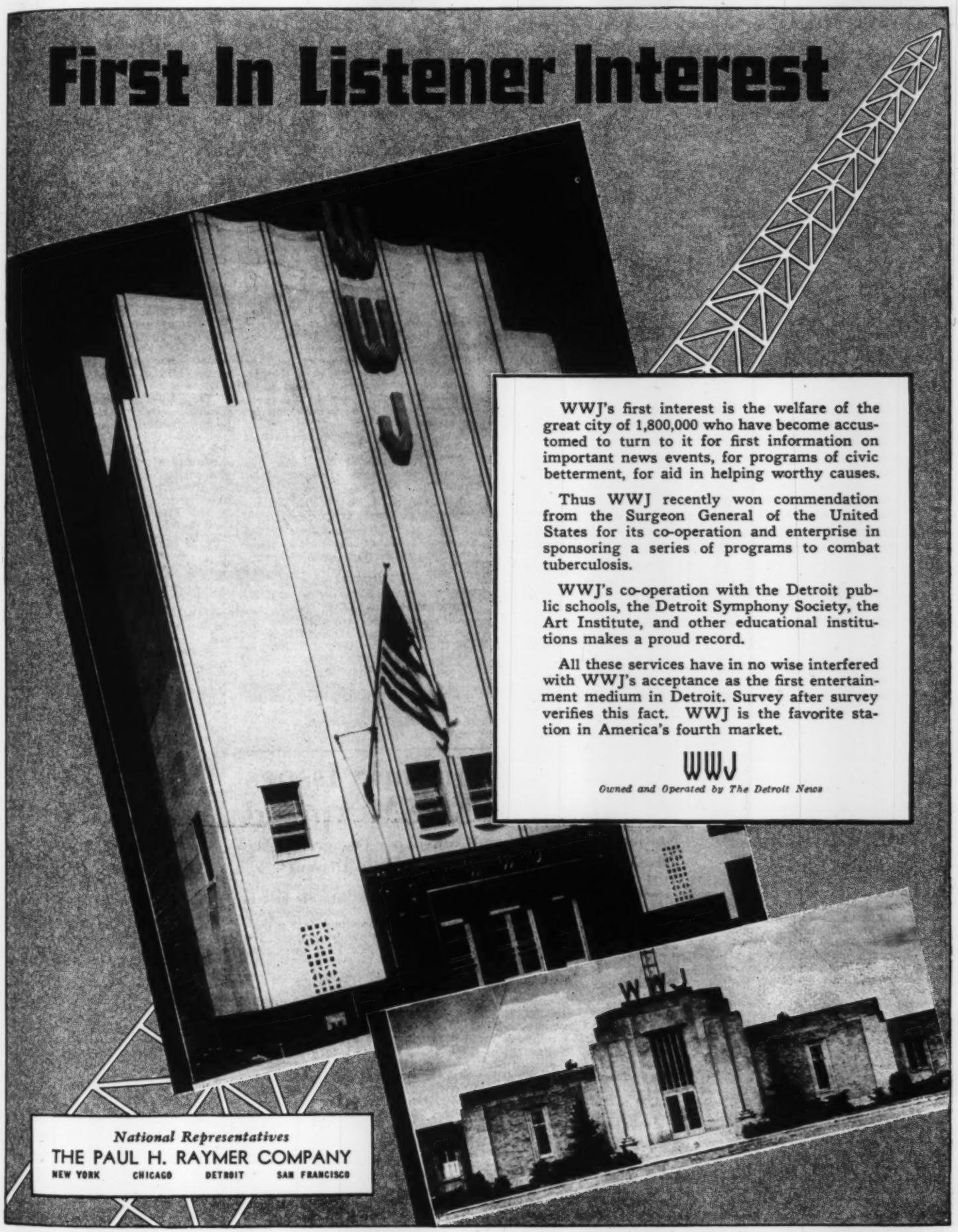
The bill is practically identical with that passed in the Senate at the last session. Its primary feature is elimination of the $250 minimum statutory damage provision for innocent infringements of copyrighted works and substitution therefor a clause permitting the Federal Courts, in their discretion, to set the amount of damages. ASCAP is vigorously opposed to the bill and successfully blocked it in the House.

Trio of House Bills

Three separate copyright bills are pending in the House offered respectively by Reps. Bloom (D-N.Y.), Moser (D-Pa.) and Daly (D-Pa.). The Bloom and Moser measures are similar to the Duffy bill. The Daly bill, in important respects identical with the measure he introduced at the last session, would give to performing artists as well as to copyright owners a definite property right in their renditions. This measure has the endorsement of such organizations as the American Society of Recording Artists and the National Association of Performing Artists, which seek to collect tribute from broadcasting stations for performances of phonograph records on the basis of a performance right of the artist in his works.

Chairman Sirovich of the House Patents Committee has given no indication as to what his Committee will do. Protracted hearings were held last year with Rep. Sirovich leading the opposition to the Duffy bill and supporting ASCAP down the line. When the sessions adjourned, a subcommittee of the House Committee headed by Rep. Lanham (D-Tex.) had several bills in hand attempting to work out a compromised measure.

First In Listener Interest



WWJ's first interest is the welfare of the great city of 1,800,000 who have become accustomed to turn to it for first information on important news events, for programs of civic betterment, for aid in helping worthy causes.

Thus WWJ recently won commendation from the Surgeon General of the United States for its co-operation and enterprise in sponsoring a series of programs to combat tuberculosis.

WWJ's co-operation with the Detroit public schools, the Detroit Symphony Society, the Art Institute, and other educational institutions makes a proud record.

All these services have in no wise interfered with WWJ's acceptance as the first entertainment medium in Detroit. Survey after survey verifies this fact. WWJ is the favorite station in America's fourth market.

WWJ

Owned and Operated by The Detroit News

National Representatives

THE PAUL H. RAYMER COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Newspaper-Radio Legislation Delayed

Supreme Court Bill Pushes Other Matters to One Side; Wheeler Uncertain of Plans; Affected Groups Active

OVERSHADOWED completely by the President's Supreme Court campaign, which has a virtual monopoly on congressional activity at this time, the Wheeler newspaper-radio separation plan has made little headway during the last fortnight.

As the Supreme Court fight waxes warmer, it is figured an even chance that Senator Wheeler may not introduce his proposed bill until late in the session, if at all. It has not yet been drafted and the Senator himself has admitted that he will be unable to devote any time to the matter until the Supreme Court issue is out of the way. He is the leader of the opposition and is scheduled to make speeches through the remaining two weeks of March in opposition to the measure.

Jam in the House

On the House side, where the Wearin bill (HR-3892) is pending, hardly a wheel has turned since its introduction Jan. 28 by the Iowa Democrat. Congressman Wearin said March 9 that reactions were still being received and that he was hopeful of hearings before the House Interstate & Foreign Commerce Committee, where the measure is pending. No agreement on this has been reached with Chairman Lea (D-Cal.) of the Committee, however.

Meanwhile, there were other repercussions in connection with the proposed legislation. Supported by a substantial group of independent stations because of newspaper competition as well as by a host of independent newspapers opposed to radio, the measure is certain to collide with the opposition of a united front of the 200 newspaper-owned stations.

Already there are indications of organization of a newspaper radio group to combat the legislation if it gets to the hearing stage. When Senator Wheeler announced before the current sessions started his intention of introducing such a bill, there was hardly a ripple of opposition, particularly since it was generally felt that constitutional legislation along that line could never be enacted. Because of implied administration support, at least in some quarters, considerable anxiety now is felt.

Giving impetus to the situation were two developments during the last two weeks. Vice-Chairman Irvin Stewart of the FCC and chairman of its telegraph division, in a dissenting report on a new station application involving a newspaper, expressed himself on the issue. He held the opinion, contrary to that expressed by FCC General Counsel Hampson Gary, that the FCC has ample authority under the existing law to deny newspaper applications where it sees fit by invoking the public interest clause. [See detailed article on this page].

The second development was disclosure that the Publishers National Radio Committee, of the American Newspapers Publishers Association, has taken up the issue and will air it at the ANPA convention in New York April 21-24. It was learned that E. H. Harris, president of the *Richmond*, (Ind.) *Palladium-Item*, chairman of the radio committee, had addressed a confidential letter to members of his committee dealing with the proposals. He quoted from the Feb. 15 issue of BROADCASTING on the legislation and asked for reactions.

The Radio Committee is made up of three publishers in each state, two of whom do not own stations and one who owns a station or is affiliated with one. The replies will be used as the basis of Mr. Harris' report.

Newspaper Support

A number of newspapers not owning stations already have flocked to the support of the Wheeler-Wearin proposals. The newspaper ownership issue has been a torrid one in ANPA councils for a number of years and the current legislative situation is expected to have the effect of fanning it back to white heat.

Senator Wheeler's announced plan is that of drafting a bill which would serve as a basis for hearings before a subcommittee of his Senate Interstate Commerce Committee, to which such legislation would be referred. He has indicated that he would serve as chairman of such a subcommittee, with one of the members to be Senator White (R-Maine), coauthor of the Radio Act of 1927 and the best informed man in the upper house on the subject of radio legislation. Senator White also is strongly opposed to newspaper ownership of stations and has expressed himself in opposition to network ownership just as has Senator Wheeler.

Whether there will be hearings on either or both sides, it now appears, will depend on how long Congress remains in session. Legislative leaders have been hopeful of an early July adjournment but with the calendar bogged down with important administrative issues, it is now felt that the sessions may run through the summer and possibly into the fall. Should that develop, then the chances for hearings on the newspaper proposals would be brighter.

Rep. Wearin has been delayed in his efforts to obtain hearings on the House side by the enforced absence from the city of Chairman Lea. Mr. Lea returned to Washington March 10 after having spent ten days in California. Moreover, the Committee Chairman is awaiting a routine report from the FCC on the Wearin bill to get that agency's viewpoint on it. It is customary for departments and independent establishments to report to congressional committees on all proposed new legislation before steps are taken by the committees in connection with hearings.

The newspaper-radio issue has popped up in unusual places about the FCC since the congressional outbursts on it. At a hearing involving an application for a new station in St. Cloud, Minn., by the Chilton Times Publishing Co., there was placed in the record by counsel a list of 64 cities in which the only radio station is controlled by the newspaper. The effort was to show that the FCC should not deny newspaper applications in cities not having stations because of the precedent that already has been established.

Moreover, perhaps inadvertently, it has had the effect of delaying Broadcast Division consideration of applications by newspapers for new stations or for transfer of licenses to them.

Newspaper, Economic Issues Are Joined in KTSM Appeal

Station Competition and Newspaper Ownership Are Discussed by Commissioner Stewart in Dissent

LITIGATION involving the newspaper-radio issue and the broad question of competition and the economic ability of a community to support more than one station, has resulted from a controversy within the FCC in which the direct question of newspaper ownership of stations is involved.

Growing out of the dissenting opinion of Dr. Irvin Stewart, FCC Telegraph Division Chairman, from the full FCC decision denying it a rehearing, KTSM, El Paso independent on March 15 filed with the U. S. Court of Appeals for the District of Columbia, an appeal from the decision granting Dorrance D. Roderick, publisher of the *El Paso Times*, a new local station on 1500 kc. with 100 watts. The appeal raised the economic issue and charged that the majority FCC decision was, on the facts, arbitrary and capricious.

Commissioner Stewart's outburst, made public March 3, dealt lengthily with newspaper ownership and acquisition of stations. He held in substance that the ownership of stations by newspapers has a definite relation to public interest, and that therefore the FCC need only apply the statutory standard to the facts in passing upon applications involving newspapers, whether they be for transfers through purchase or for new facilities.

This conclusion has a direct bearing upon the bill of Senator Wheeler (D-Mont.) to bring about complete separation of newspapers from station ownership. Commissioner Stewart holds the view that legislation such as this is unnecessary since the Commission, in his judgment, now has the authority to give the matter full consideration.

The obvious conclusion of the Commissioner is that each case must be determined upon the particular facts presented and that newspaper ownership of a station is not bad in itself. He expressed the view that the FCC already has the regulatory power to prevent any abuses. On the contrary, FCC General Counsel Hampson Gary, in an opinion written at the request of Senator Wheeler held that the FCC under existing law, did not have the authority to deny newspaper applications [BROADCASTING, Feb. 15].

The KTSM petition for rehearing did not raise directly the newspaper issue, but Commissioner Stewart employed it as the basis upon which to advance his arguments against rampant absorption of stations by newspapers. Dealing directly with the El Paso situation, he contended that the facts in the record indicated that the community could not support an additional station economically and that the newly authorized station which would operate as an adjunct of the newspaper would be in better position than the existing station. Thus, he held, in the competition between the two the newspaper station probably would survive.

The KTSM appeal, taken by Loucks & Scharfeld, Washington radio attorneys, asked the court to set aside the grant to Mr. Roderick on economic as well as legal hearing grounds. Dr. Stewart's dissenting opinion was referred to as showing a division in the FCC itself.

The Stewart opinion is the second he has handed down which has been employed as the basis of court appeals. In the previous case last month, Continental Radio Co., Scripps-Howard Newspapers subsidiary, appealed from the FCC decision denying it a rehearing on an application for a local station in Washington, to which Dr. Stewart dissented.

After discoursing upon the economic and competitive factors in the El Paso case, Dr. Stewart said that if it developed that the newspaper station survived as a result of the inability of the independent station to stand the gaff, the only station in El Paso would be owned and operated by the dominant stockholder in one of the two English language newspapers in the community. "I believe the Commission should consider whether such a result is desirable," he declared.

Delivering News

Dealing directly with the newspaper-radio issue, Dr. Stewart said in part:

The criterion by which the law requires the Commission to judge applications is that of "public interest, convenience or necessity". It is my opinion that the application of this criterion requires that matters which have a bearing upon the ownership and control of broadcast stations should be given appropriate consideration. I believe that the ownership or control of broadcast stations by newspapers has an important bearing upon public interest.

The newspaper has long served the community as its source of news and its guide to the offerings of the local and national market places, and, to some extent, has moulded the pattern for its thinking. As a purveyor of current news, until recently it has had no competitors. Similarly, until recently it has had relatively little competition for local advertising, although this has not been true for national advertising. As to its influence upon thought patterns (except as influenced by its news columns) it has had to

(*Continued on page 58*)

"If you see it in the Sun, It's so."

This became the most famous of all newspaper slogans. Why?

Because of its clever combination of simple words? No. Because the New York Sun for many years has printed the kind of a newspaper that wins and holds the confidence of the public.

A radio station is like a newspaper. If it has the confidence of its listeners, it's a good station. And unless your broadcast is heard over a station commanding the confidence of its community, it will miss its mark.

The people of Cleveland, Northeastern and Central Ohio place their confidence in United Broadcasting stations. For this reason they are your first choice in Ohio.

"United for Service"

WHK - WJAY
CLEVELAND

C. A. McLaughlin, Sales Mgr.
J. T. Vorpe, Production Manager

UNITED BROADCASTING COMPANY
H. K. CARPENTER
Vice President

WHKC Columbus
WKBN Youngstown

C. M. Everson, Gen. Mgr.
H. H. Hoessly, Sales Mgr.

W. P. Williamson, Pres. & Gen. Mgr.
E. E. Evans, Sales Mgr.

FREE & PETERS, INC.
National Representative - New York - Chicago - Detroit

FCC Reopens High-Frequency Band

Regulations Amended As Three Stations Are Granted

THE NEWEST broadcasting frontier—high frequency transmission—has been reopened by the FCC Broadcast Division under revised rules and regulations promulgated last year.

For the first time since Jan. 21, 1936, the Division at its meeting March 2 authorized two additional high-frequency or "apex" broadcast stations for definite experimental operation in broadcast program transmission. Under the amplified rules, stations may transmit regular broadcast programs, including commercials, provided they receive no direct compensation for them, on these short waves.

Already having licensed 30 stations in the high-frequency range, the Broadcast Division suspended such grants more than a year ago pending the promulgation of the new rules, which became effective last Sept. 15. It was not until the grants of March 2 that the band was reopened and it is expected that other applications now pending will be acted upon in the usual way henceforth.

Two Grants; Many Pending

The grants made March 2 were to the Charleston Broadcasting Co., operating WCHS, Charleston, W. Va., on the 2600 kc. band with 50 watts, and to Ben S. McGlashan, operator of KGFJ, Los Angeles, for assignment on the 88, 120, 240 and 500 megacycle bands with a maximum power of 500 watts.

On the next decision day, March 9, it granted the application of General Electric Co. for such a station in Albany, on 31,600 to 41,000 kc., with 150 watts.

There are now pending before the FCC 16 applications for high-frequency or "apex" stations which will be considered in the usual manner. Of these eight are from newspapers. Of the 30 "apex" stations already licensed, eight are newspaper-owned.

For some time, these ultra-high frequency channels have been looked upon as the future haven of purely local broadcasting. Such stations, in the present state of the art, appear to be restricted to "line-of-sight" coverage similar to television with coverage limited to areas perhaps of 10 to 15 miles, using power of possibly 500 or 1,000 watts. Much experimental and research work remains to be accomplished before use of these frequencies becomes entirely practicable for regular broadcast work.

In resuming licensing of high-frequency stations, the FCC has adopted a concrete formula, requiring a definite program for research and development. The revised rules set forth in detail the type of experimentation to be required and also provide for five blocks of frequencies to be assigned for this purpose. A maximum power of 1,000 watts is specified except in extraordinary cases.

Andrew D. Ring, assistant chief engineer in charge of broadcasting, is in direct supervisory charge of these allocations and was largely instrumental in the drafting of the new regulations, which cover not only "apex" stations but all other modes of broadcasting, including the visual, aside from the regular broadcast spectrum. Under the former regulations, higher frequency stations for broadcast purposes were not licensed as such but were lumped under the general heading of general experimental operations. There was no specific type of research required, whereas the new rules definitely require a type of program and experimental operation designed to ascertain the usefulness of these frequencies for broadcasting. Thus, bona fide experimentation is required. Under the old rules, also, such stations were operated only in the band 31,600 to 41,000 kc.

The new rules set aside two new bands in range from 25,950 to 26,550 kc. as well as the former groups. A fifth group set up is in the band between 86,000 and 401,000 kc. The rules govern both amplitude and frequency modulation.

Revised Procedure

With the assignment of the two new groups of frequencies below 30,000 kc. for high-frequency broadcasting, the FCC took recognition of the allocation of these bands internationally for broadcast use. No international allocations have been made with respect to frequencies above 30,000 kc. except for general experimental operations. As a consequence, it is assumed that stations licensed on the bands below 30,000 kc. will stand a good chance of retaining their assignments whereas it is quite probable that those operating on the higher frequencies may not retain the precise channels, under some future allocation treaty.

The original plan was to resume licensing of high-frequency stations effective with the promulgation of the new regulations as of Sept. 15. However, the delay from September to March was occasioned by the necessity of devising new application forms and of introducing the new procedure. Under the old rule and application form, any plan of research was viewed as sufficient to warrant a license. The new rules, however, require that the applicant must set forth a definite program of research in broadcasting before he can procure a license and must continue a course indicating some worthwhile development to obtain a renewal. The licenses are being issued for one year instead of the six-month period authorized for regular broadcasting.

Transmitters already are commercially available from the major manufacturers for ultra-high frequency work and standard units of 100 watts now are being manufactured. Indications are that 1,000 watt plants can be developed for operation on frequencies up to 125,000 kc.

As for coverage, based on developments thus far, indications are that these very high frequencies have a broadcast coverage comparable to that procured from television. That is because of the line of sight characteristics of the channels. To service properly a given area, the "apex" transmitter must be located at a high point be covered. Indications have been that greater coverage can be had beyond line of sight but definite information is not yet available. Among technical factors subject to further investigation, according to Mr. Ring, are such items as signal intensity sufficient to override noise, shadows caused by big buildings, bridges, intervening hills and other tangible objects and the interference and nuisance range of the signals.

On these waves, also, various directional effects can be procured, it is evident, from different types of antenna designs and arrays. The dimensions of half-wave antennas on these frequencies would be so slight and so inexpensive that many variations could be employed whereas the cost of such experimentation on the regular broadcast band would be prohibitive in most cases. For example, it is pointed out, in the 7½ meter, or 40,000 kc. range, an antenna of 25 feet would meet half-wave requirements. Such a structure would be most inexpensive and it is possible to set up arrays of several of these antennas to procure high directional effects and possible high concentration of signal along the ground, which is best adapted for broadcast reception.

In other words, engineers look upon the ultra-high frequencies as a haven for broadcast experimenters destined ultimately to open up vast new vistas of broadcast communication. Public interest in these stations, it is pointed out, will be aroused only when they put on programs sufficiently good to attract listeners and to encourage the purchase of sets which will pick up these waves.

Among the applications now pending for new "apex" stations are those of CBS, WLW (two stations), KFI, WFAA, KOIL, WEVD, KLZ, WMCA (two applications), WHK, WSBT, WCAU, WGAL, KSO-KRNT, and Schoneit Radio Service, Harrisburg, Ill.

While it is too early to place any recognized standards upon allocations of high-frequency channels, from which virtual line of sight is procured for the primary area to

(*Continued on page 65*)

A DECADE OF REGULATION

Federal Control of the Broadcasting Industry Marks Its Tenth Anniversary on March 15

Judge Sykes

DON'T LOOK now, but March 15 is a red letter day in radio regulation.

It was just ten years ago that the Federal Radio Commission began functioning—as insignificant an agency as was ever created as an arm of Congress. It was a nondescript outfit of five commissioners, about a score of employes, a one-year temporary lease on legislative life, and a tiny appropriation.

Compare that to the FCC, the successor of that Radio Commission. The next fiscal year's appropriation for the FCC will be some $1,600,000. It has 650 employes in Washington and in the field, along with sumptious quarters in the ultra-modern Post Office Bldg.

When the Radio Commission was created, it convened in borrowed space in the old Department of Commerce Bldg. The then Secretary of Commerce Herbert Hoover took the embryonic agency under his wing. He loaned it money and secretarial help as well, until Congress dug into the exchequer to tide over its initial year.

The first gavel that sounded over radio regulation under the Radio Act of 1927 was that wielded by Judge E. O. Sykes, Democrat of Mississippi. Drop in at the FCC Broadcast Division any Tuesday, or at oral arguments, and you will see the same gavel wielded by the same gentleman. The late Adm. W. G. H. Bullard, former Naval chief, was appointed chairman of the original Radio Commission. He was in China at the time, and cabled Judge Sykes, named vice-chairman, to preside at the organization meeting.

Judge Sykes is the only member of the original Commission still holding public office. He has served continuously in radio regulation since the original act. When the Radio Commission was superseded by the FCC in July, 1934, Judge Sykes along with Col. Thad H. Brown, was named to it.

The original Commission was created Feb. 23, 1927, to begin functioning March 15 because of the so-called "breakdown" of radio regulation under the Department of Commerce. It had been held in litigation that the previous radioship law, enacted in 1912, didn't cover licensing and regulation of broadcast stations. Stations began to pop up everywhere, and Congress was forced to create new regulatory body and write new law.

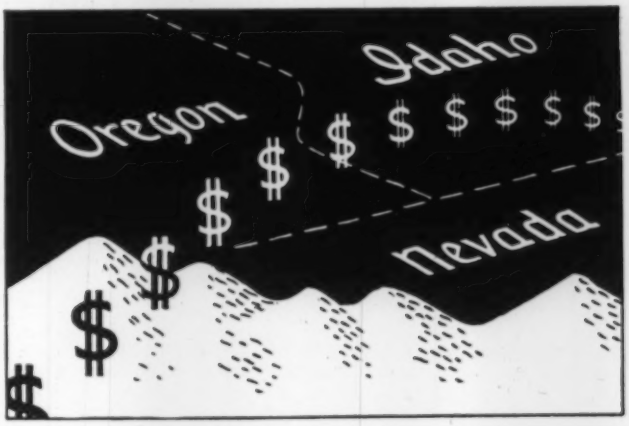
Thus, when the Radio Commission began functioning, there were some 735 stations operating on an unscientific basis any place and at any time they chose. The Radio Commission was created to serve for one year as a temporary agency to "bring order out of chaos" in radio broadcasting. When its first year finished it hadn't even scratched the surface. Given a one-year extension, it worked out the 1928 reallocation which turned the broadcast band upside down. In the process it eliminated 125 stations, but found itself snarled in a lot of litigation over the deletions.

When the second year ended, it still was deep in the mire of muddled assignments and litigation. It was given another year's lease on life, and finally in 1930 was made a permanent agency because radio by then had become fairly well entrenched as a medium.

Then came 1934 and the Communications Act, which abolished the Radio Commission and absorbed all of its functions and personnel, except the Commissioners. The rest is history fairly well known.

But even now, legislation is in the works which might see radio regulation revert to its old status as a part of the Department of Commerce. The President's program for reorganization of government establishments contemplates transfer of the FCC, along with the ICC and Trade Commission, to the Department of Commerce, with the Commissioners themselves possibly to remain as a sort of quasi-judicial reviewing board.

NOT AROUND—BUT OVER!



Leveller of mountains—eraser of boundaries—KPO is equally effective in three states outside Northern California. Its influential voice goes *over* the ranges to great communities in Idaho, Oregon and Nevada. Let us show you how KPO boosts sales figures in this vast region.

KPO

50,000 WATTS

NBC Pacific Coast Red Network

SAN FRANCISCO

Completely programmed by NBC

January Business Shows 29.1% Gain

NAB Finds Seasonal Dip Less Than That in Other Media

BROADCAST advertising in January totaled $10,369,556, an increase of 29.1% over gross time sales for January of last year, the National Association of Broadcasters announced March 11 in its review of time sales. The volume was 6.7% under December, 1936, a customary seasonal dip which was spread over all portions of the medium. The broadcast decline from December was not nearly so pronounced as the seasonal slump in other media, national magazines declining 26.1%, national farm papers 14.2% and newspapers 25.3%.

Broadcast advertising revealed the greatest gain among the various media as compared with a year ago, its 29.1% increase comparing with 9.8% for national magazines, 28.3% for national farm papers and the same level for newspapers.

Nonnetwork volume for January declined 12.8% from December, local advertising fell 24.1%, clear channel total was off 8.1% and regional station sales tumbled 13.3%. The trend was spread over all sections although less apparent in the Pacific and Mountain areas.

All types of rendition experienced declines, amounting to 22.7% for transcription, 5.6% for live talent, 11.4% for records and 17.2% for announcements. Compared to January of 1936, records and announcements in the national nonnetwork and records and transcriptions in the local field showed outstanding gains.

In the national network field the largest gains occurred in radio set, gasoline and accessory and household equipment sponsor groups. Clothing, confectionery, soap and kitchen supply and miscellaneous groups showed declines as compared to the preceding month. On the other hand, clothing, confectionery and tobacco volume gained in the regional network field while accessory and drug volume declined.

Retail advertising in January fell off 30.5% from the preceding month but was 21.3% above January of 1936.

Volume for January, 1937, and December, 1936, follows:

	Jan. 1937	*Dec. 1936*
Nat. Network	$6,061,387	$6,185,441
Reg. Network	92,169	99,416
Nat. Nonnet	2,313,700	2,461,200
Local	1,902,300	2,373,500
Total	$10,369,556	$11,119,557

Kigona Discs

SAVVY Kigona? Well, they do in Belgian Congo where it is the native tongue and Miss Mary Bonar, Baptist missionary at Bonza Manteke, is taking 12 of the Sunday Players biblical transcription scripts for performance by natives. The transcription series is produced by Mertens & Price Inc., Los Angeles. Miss Bonar heard some of the discs on WHIO, Dayton, while on leave.

Coronet to Enlarge

DAVID A. SMART, Chicago, publisher of *Coronet*, on March 9 started *Coronet on the Air* on WOR, Newark, Tuesdays, 8-8:30 p. m., with the expressed intention of extending the program to other MBS stations within a few weeks. Designed to be a radio counterpart of the magazine, the program aims at being "radio's most unpredictable show" and has no regular order of events nor any permanent features except Deems Taylor as "ringmaster" and Robert Armbruster's orchestra. Dramatizations of stories and articles from the magazine, guest artists, and more novel radio features will be presented on the program, which is placed through the BBDO Chicago office, recently appointed to handle the advertising for *Coronet*, which will itself begin accepting advertising in June, after seven months of publication.

Fitch Love Stories

F. W. FITCH Co., Des Moines (shampoo), has added a Saturday morning program on 5 NBC-Red stations (WEAF, WCAE, WTAM, WWJ, WMAQ), to its Sunday evening series on 22 NBC-Red stations. Titled *Fitch Romances*, the new series will feature dramatizations of real romances which listeners will be asked to contribute from their own experiences, and the music of the Ranch Boys. The Fitch advertising is handled by L. W. Ramsey Co., Des Moines.

THE NBC first national news-hawking contest was won by Philip Minsky, 13, Roxbury, Mass., high school lad, newsboy for the *Boston Traveler*.

WMBG Completes Plans For NBC Affiliation; Switch May Be Speeded

WMBG, Richmond, on March 2 concluded arrangements with NBC to affiliate with that network in lieu of WRVA, Richmond, scheduled to join CBS not later than June 29.

Owned by Havens & Martin Inc., WMBG recently was authorized to increase its power from 100 watts night and 250 watts day to 250 watts night and 500 day on a regional frequency. Its contract with NBC provides for the switch-over on a 30-day option, which will develop simultaneous with WRVA's affiliation with CBS. The latter station operates with 5,000 watts on a clear channel and has an application pending for 50,000 watts.

There is a possibility that the switch-over will take place in advance of the June 29 date by mutual arrangement between the networks and the two stations. WRVA now gets programs of both the Red and the Blue Networks and it is understood the WMBG status will be the same. WRVA signed a standard five-year contract with CBS.

CBS has quoted a base rate of $200 per night hour for WRVA whereas it was charging $125 per hour for WMBG. NBC rate for WRVA is $160 per hour and it is expected that the WMBG rate will be $120 or $140 per hour.

SHEFFIELD FARMS Co., N. Y., will renew March 22 its five-weekly quarter-hour program *Billy & Betty* on WEAF, New York. N. W. Ayer & Son Inc., New York, is agency.

One unit of power at the top of the dial will service the same area as 147 units of power at the bottom of the dial . . . Fishy, you say? But true! Ask us! . . . Now check the frequencies surrounding the Youngstown Market and OBSERVE the strategic position of WKBN *"at the top of the dial where a little power does a big job!"*

147 TO 1

WKBN

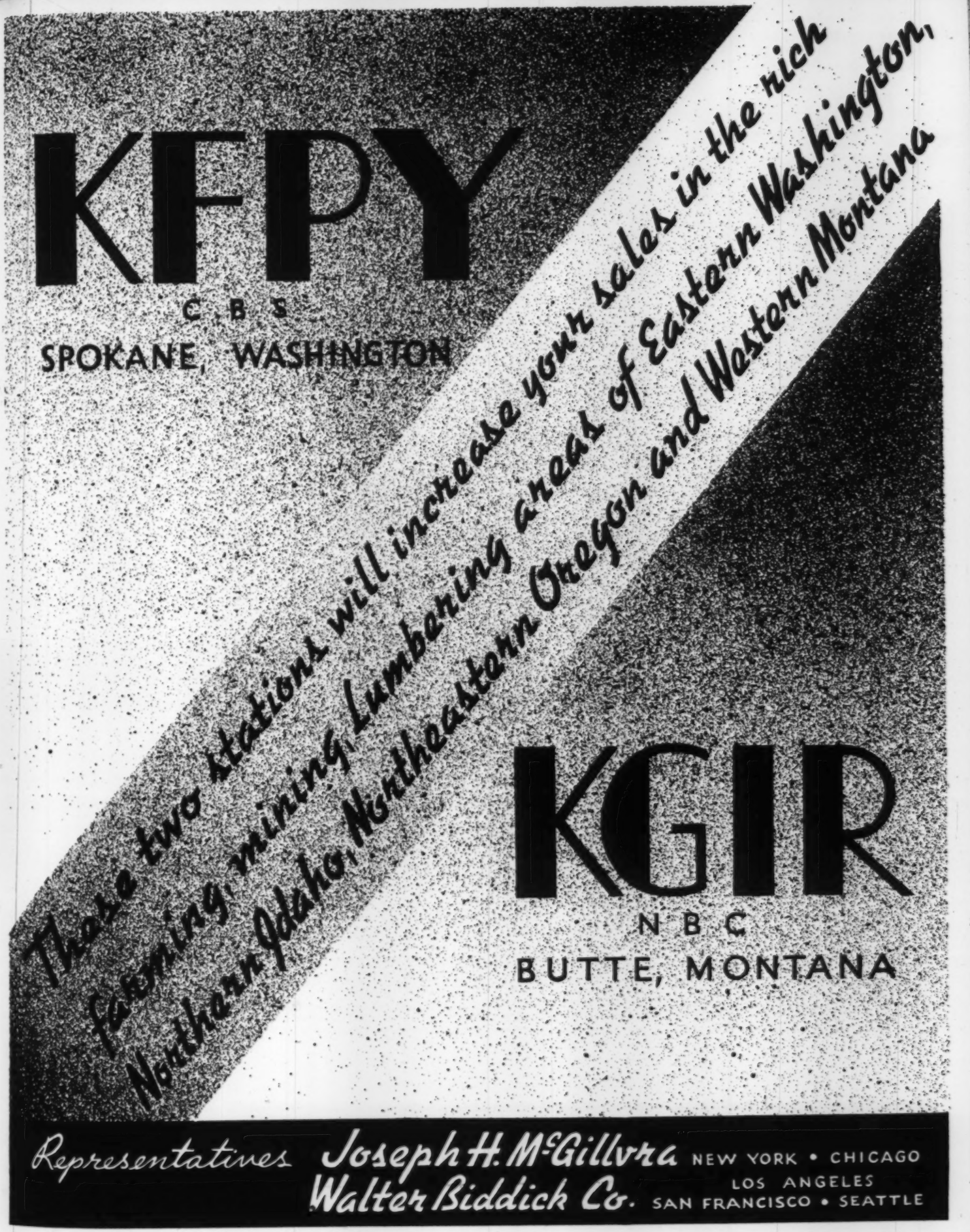
500 WATTS 900,000 MARKET

WKBN is a member of the Columbia Broadcasting System and the Buckeye Network. The key to a market that is recognized thruout the U. S. as one of the first 17 Richest in the U. S. - - and used constantly as a TEST TERRITORY by new advertisers - - - - the famous Mahoning Valley.

WKBN Broadcasting Corporation
Youngstown, Ohio

National Representatives - - - Free and Peters, Inc.

Reliable Reception IN THE YOUNGSTOWN MARKET


KFPY
C B S
SPOKANE, WASHINGTON
These two stations will increase your sales in the rich farming, mining, Lumbering areas of Eastern Washington, Northern Idaho, Northeastern Oregon and Western Montana
KGIR
N B C
BUTTE, MONTANA
Representatives
Joseph H. McGillvra
Walter Biddick Co.
NEW YORK • CHICAGO
LOS ANGELES
SAN FRANCISCO • SEATTLE

HOW RADIO BUILT A MAGAZINE

Without Even Mentioning It—Garden Talks on KJR —Boost Circulation of Garden Periodical—

By CECIL SOLLY

Mr. Solly

THE Japanese Current, sweeping its tropical tide across the great Pacific, affects the coastal areas of Oregon, Washington and British Columbia in a manner little comprehended in this country of varying climates.

The area affected by this current is bounded by the Cascades, Siskyous and the Pacific Ocean. It creates a condition exactly duplicating that of the British Isles; an unusual garden status—a garden and small ranch season which is practically wide open while snows lay a blanket from the Cascades to the Atlantic.

In 1929 a big nursery firm in Seattle persuaded me to come west from New York City to take charge of their retail nursery and seed stores. Coming from the South of England, where I learned well the garden business, I sensed the possibilities in this Pacific Northwest.

Next a Magazine

Two months after arriving in December, 1929, I began to broadcast on KJR. Two years later, the sponsorship was taken over by a group of independent hardware stores. These stores were suffering from two major afflictions—depression and drug store competition. To make the public conscious of the "'round the corner hardware store", garden departments in more than a hundred stores of this group in Washington and Oregon were established. The fact of this was told in announcements, mentioning one store each day.

I never once have advertised any product on the program. This was left to the sponsor and the announcers. By keeping the "talks" free of any taint of advertising, listeners often quote *Solly Says* whenever garden discussions are brought up.

In the spring of 1933, in response to hundreds of actual requests from radio listeners for printed copies of the radio talks, I started to edit and publish the most important and useful of the talks, boiled down into readable form as the *Northwest Gardens*, a monthly garden magazine. No mention of the magazine was ever made over the air—only—when a person wrote for printed information of the talks, a copy of the magazine and a subscription blank were sent. The subscription list, not being helped by other solicitation grew slowly but very surely.

In 1934, I changed sponsors and commenced to broadcast for the Puget Mill Co. In conjunction with the broadcasts, we put on one demonstration house and garden (or farm) each summer. The radio talks were used to advertise the area where the company had much land for sale. The garden part of the demonstration gave me the chance to prove and show the things I talked about over the air. The radio talks drew the interested crowds out. Again I did no selling.

In 1935-1936, because of the fact that most of the broadcasts were put on in the mornings, I made a check with the listeners. The result of this check was to decide to carry one broadcast in the morning and one in the evenings. The evening broadcast is sponsored by a department store to advertise furniture and house furnishings.

At the end of this month, I will have given 2,562 quarter-hour programs on major stations. This figure does not include guest talks on other programs or stations, and I believe, constitutes a record.

The talks are real amateur gardeners' chats—real and concise information—nothing too technical. From the time the magazine was first published until last year, the fan mail was not used except where a definite request was made for written material. During the last two years, every letter writer has been advised in a personally signed letter about my magazine. The book stand coverage was taken care of properly. In consequence the subscriptions began to roll in, mainly because all the listeners and myself already were acquainted via radio. Last Spring, I wrote a book *Growing Flowers* (for the Pacific Northwest). It was offered free to anyone who subscribed to the magazine and the "fan" mail list was circularized.

RADIO'S FIRST 4
Leaders in the 1936 World-Telegram poll are on KSD

1ST JACK BENNY

2ND FRED ALLEN

3RD RUDY VALLEE

4TH BING CROSBY

KSD Programs
Carry the STARS of the AIR in the NATION-WIDE POLLS
KSD programs continue as leaders in popularity poll selections:

for 1936 IN THE WORLD-TELEGRAM POLL THE LEADERS ON KSD WERE The first 4

for 1936 IN THE MOTION PICTURE DAILY POLL FOR FAME THE LEADERS ON KSD WERE 7 of the first 9

for 1936 IN THE CO-OPERATIVE ANALYSIS OF BROADCASTING POLL THE LEADERS ON KSD WERE 4 of the first 7

(In the Midwest group-only 6 were on St Louis stations.)

POPULAR PROGRAMS HAVE BUILT LISTENER PREFERENCE for KSD

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
PREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Buckeye Network Begins Operation on March 15

THE BUCKEYE Network, of which the basic stations are the affiliated outlets of United Broadcasting Co., WHK-WJAY, Cleveland, WHKC, Columbus and WKBN, Youngstown, begins operation March 15 as Ohio's first regional network, according to announcement March 9 by H. K. Carpenter, vice-president, and C. A. McLaughlin, general sales manager of WHK-WJAY.

The network's first commercial begins at 2 p. m. March 15 from WHKC through network wires to WJAY for Crazy Water Crystals Inc. for a one-year series of six half-hour programs weekly, thru Luckey-Bowman Inc., New York. The talent is *Hank and Slim Newman and Their Georgia Crackers*, with an eight-piece orchestra, a male trio and a female duo. Exchange of sustaining programs among the UBC stations will begin simultaneously.

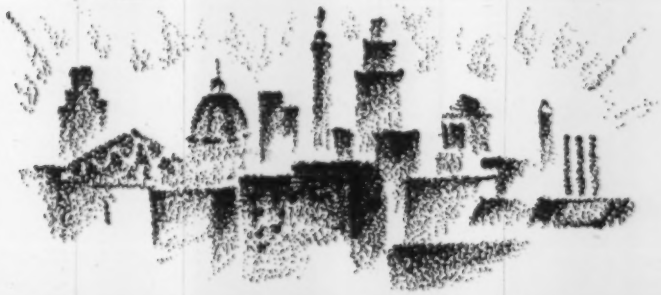
The network, it was stated, will fill "a long felt need on the part of national advertisers unable heretofore to concentrate at a relatively low cost in the rich trade areas of Ohio."

Norge to Place Discs

NORGE Corp., Detroit (Norge Refrigerators), begins a quarter hour twice-weekly transcribed series March 15 on approximately 75 stations featuring different stars each time. Included among the artists who have already made transcriptions in the Chicago studios of the Columbia Phonograph Co. are Little Jack Little, Freddy Martin, Kay Kyser, Gene Austin, Red Norvo, Mildred Bailey and Tony Wons. The series, which will last 26 weeks, will be placed by Cramer-Krasselt Co., Milwaukee.

OUT FROM UNDER THE SHADOW!

IN Radio coverage, Indianapolis and Central Indiana are out from under the shadow. It's a brand new picture now. No longer do the listeners in this rich market depend on Cincinnati and Chicago stations. Their dials are set "back home in Indiana". Here's NEWS of front rank importance to every advertiser.



INDIANAPOLIS

It takes this INDIANA STATION *To reach* CENTRAL INDIANA BUYERS

22,000 in THREE WEEKS!
That's how WIRE pulled for Colonial Bread this month in "Jimmie Allen Flying Club" memberships

Hoosiers are no different from other folks. Their first interest lies in their homes, their neighbors and their state. They want their news and their radio fare from the center of the activities in which they are interested . . . the capital of their state. By presenting what Hoosiers want, in the Hoosier manner, W I R E in Indianapolis is rapidly capturing Radio loyalty in the Central Indiana area.

Don't make the mistake of ignoring this swing. From now on, you can't blanket Central Indiana without W I R E.

INDIANA NEWS

Station W I R E now presents eight 5 minute newscasts daily including a period of strictly Indiana news and a 15 minute nightly resume at 10:15. All newscasts feature local and state as well as national news. In addition, headlines are flashed five to ten times daily as big news breaks.

INDIANA FEATURES

These brand new programs are winning Indiana listeners by the thousands: "Indiana on Parade", a weekly dramatization of home-state news . . . "The Country Weekly" with Al Wynkoop, foremost Hoosier toastmaster . . . "The Detour Hour", latest Indiana highway data . . . weekly interviews with Indiana celebrities by Albert Beveridge, Jr., son of the late great Hoosier senator . . . "Indiana Farm and Home Hour" directed by Purdue University... Indiana civic, social, college, police, fire and other features gaining state-wide attention and enthusiasm.

INDIANA MANAGEMENT

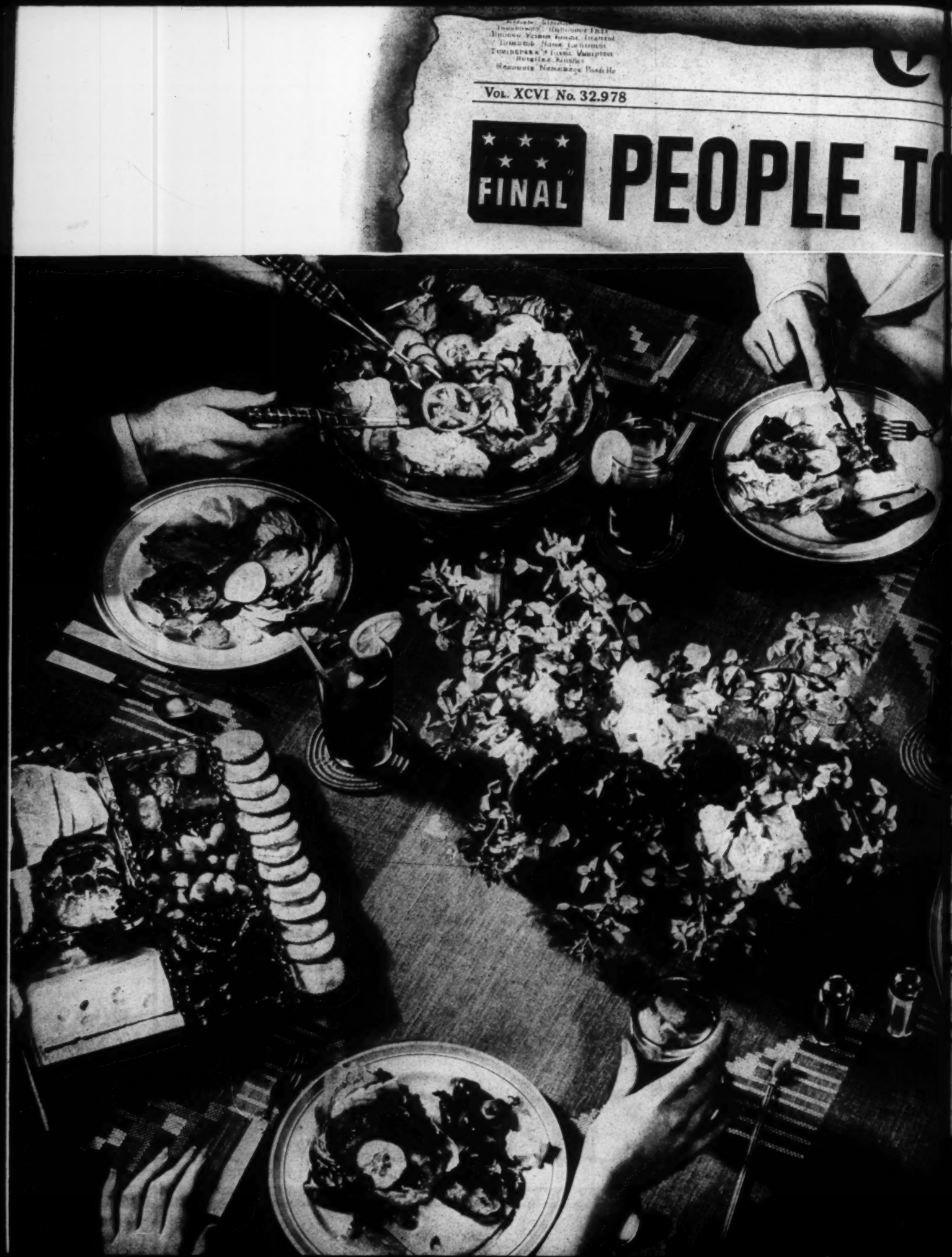
Station W I R E is now owned and operated by Indiana men who live in Indiana, are a part of Indiana, and whose every interest is inseparably linked with the future of Indiana.

...plus BASIC N B C RED NETWORK Programs...The Cream of the Air Shows

Sell Central Indiana with WIRE *Indianapolis!*

NO INCREASE IN RATES!

Represented Nationally by WILLIAM G. RAMBEAU COMPANY • New York • Chicago • San Francisco


VOL. XCVI No. 32.978
FINAL
PEOPLE TE

LIFE is about the same, summer and winter. People eat and drink, work and play, keep on buying. They spend just as many millions of dollars. Not only for seasonal needs and luxuries, which you'd expect. But for year-'round products like gasoline, cigarettes, electric refrigerators, automobiles. (These hit peak sales in summer!)

Radio listeners hang right on, too. Of the millions who listen to NBC winter programs, 97% are available to radio in any week in the summer. For where people go—there goes radio!

This tremendous year-'round acceptance makes NBC broadcast advertising the most effective year-'round sales medium in the world. That is why more advertisers are on the air—the NBC air—right through the seasons, without interruption.

RCA presents the Metropolitan Opera every Saturday afternoon, and "The Magic Key" every Sunday, 2 to 3 P. M., E. S. T. Both on NBC Blue Network

Last summer, advertisers on NBC Networks *(weekday time alone)* boosted NBC income to an increase of

72½%

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

New Programs With Hollywood Talent Squelch Rumors of Radio-Film Discord

By DAVID GLICKMAN

FURTHER PROOF that the seed of discord planted in the radio and film industries has not borne fruit is indicated by the fact that practically every major motion picture concern in the country was to participate in the series of broadcasts from Hollywood starting March 15 under sponsorship of General Mills Inc., Minneapolis (Bisquick). Programs will be heard on 5 NBC-Pacific Red stations (KFI, KPO, KGW, KHQ, KOMO), Mondays through Fridays, 11:45 a. m.—12 noon (PST), and emanate from a different film studio each day.

Deal was closed by Sidney Dixon, NBC western division assistant sales manager in Hollywood, through E. E. Sylvestre, manager, Westco Adv. Agency, San Francisco, western advertising agency for General Mills Inc., and Freeman Keyes, Hollywood representative of Baggaley, Horton & Hoyt Inc., Chicago agency. Keyes will produce the 13 weeks test series which will probably be extended transcontinentally over the NBC-Red network when time is cleared.

Titled *Hollywood in Person*, the series will give vivid on-the-scene word pictures of the film industry; intimate interviews with picture personalities; Hollywood gossip and fashion talks. Programs will be relayed direct from the studios through a special mobile trailer control-room especially designed by Donald De Wolf, NBC Hollywood chief engineer. First program was to emanate from 20th Century-Fox Film Corp. studios.

Another blow at reports of discord existing between radio and the motion picture industry has been given by Paramount Production Inc., Hollywood, with the signing of Ruby Cowan, NBC Artists Bureau executive in New York, to correlate radio activities of all its contract artists and personnel, both on sponsored and sustaining programs. He is scheduled to arrive in Hollywood April 5 to take over his Paramount office.

Details as to Cowan's exact duties have not yet been announced, but he will act as contact man between picture production and broadcasting stations using Paramount talent. He will work out of the Paramount production department, being virtually head of an artists bureau for the studio.

Paramount is by no means the first to establish such a department. Warner Bros. a year ago recognized the need of some sort of uniform measure for the radio activities of their players and brought Martin Gosch from New York to Hollywood to supervise such details. In view of radio's fast increasing demand on picture studios for talent, and also recognizing the importance of radio and the rapidly approaching television, it is said that several other major Hollywood studios have discussed the advisability of engaging such a "czar", indicating that they will go into the talent agency business.

Despite the cry, said to have been started by motion picture trade publications, that radio is ruining the theatre business, film executives are more convinced than ever that radio is a strong factor in favor of pictures, both in selling and in exhibition at theatres. They are therefore building accordingly.

Paramount Productions Inc., on March 28 launches as a sustaining feature, it *Paramount on Parade* on NBC-Red network, Sundays, 9-9:30 a. m. (PST), in a series of weekly "behind-the-scenes" broadcasts, with the object of popularizing its lesser known players and boosting popularity of its stars. This series will not be under Cowan's supervision, it was said at Paramount, but under direct supervision of Boris Morros, Paramount's general musical director. Ted Sherdeman will be NBC's producer for the series, which was originally scheduled to start March 14. Broadcasts will come from the Paramount lot sound recording stage in Hollywood and will be patterned along a visit to the studios.

American Stove Test

AMERICAN STOVE Co., Los Angeles (gas ranges), has started a test broadcast titled *Easy Home Decoration* by Katherine Muselwhite, interior decorator, on KHJ, Los Angeles, three times weekly. The 13-week quarter-hour series begun on March 1 was placed through Richardson-Oswald Inc., Cleveland.

Kellogg Co., Battle Creek (corn flakes, Pep, etc.), is negotiating with 20th Century-Fox Film Corp., Hollywood, for a radio serialization of *The Jones Family*. Jack Gardner Agency, Hollywood is handling negotiations. N. W. Ayer & Son Inc., New York, is the Kellogg advertising agency.

With radio advertisers negotiating film names for their programs, and Warner Bros. as well as Paramount showing other major studios the way by pioneering to control use of their contract personnel on the air, there is little doubt that every motion picture concern in Hollywood will shortly have its own artist bureau. It is predicted that full control of radio appearances and direct dealing with the sponsoring advertiser, rather than through the advertising agency, will result.

Cystex Back on Air

KNOX Co., Los Angeles (Cystex), through Dillon & Kirk, Kansas City agency, has placed the *Strollin' Tom* musical and philosophical transcription series on 24 stations nationally. It was produced by Radio Transcription Co. of America, Hollywood transcription concern.

Hydrox Chicago Test

HYDROX Corp., Chicago (ginger ale), is using one-minute announcements, recorded by WBS, on WMAQ, Chicago, and WENR, Chicago, in a test campaign placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

ONWARD AND UPWARD

MARCH SEVENTEENTH

KWK

SAINT LOUIS

CELEBRATES A DECADE OF PROGRESS

★ 1927 ★ 1937 ★

25 Said 'WDAF'

25 of These 27 Towns Said "WDAF"

Nevada, Mo.	Wichita, Kas.
Maryville, Mo.	Pittsburg, Kas.
Rich Hill, Mo.	Boonville, Mo.
St. Joseph, Mo.	Independence, Kas.
Cameron, Mo.	Clinton, Mo.
Carrollton, Mo.	Marshall, Mo.
Burlingame, Kas.	El Dorado, Kas.
Chillicothe, Mo.	Chanute, Kas.
Manhattan, Kas.	Atchison, Kas.
Junction City, Kas.	Trenton, Mo.
Shenandoah, Ia.	Clay Center, Kas.
Ottumwa, Ia.	Fort Scott, Kas.
Plattsmouth, Neb.	Council Grove, Kas.
Beatrice, Neb.	Council, Grove, Kas.

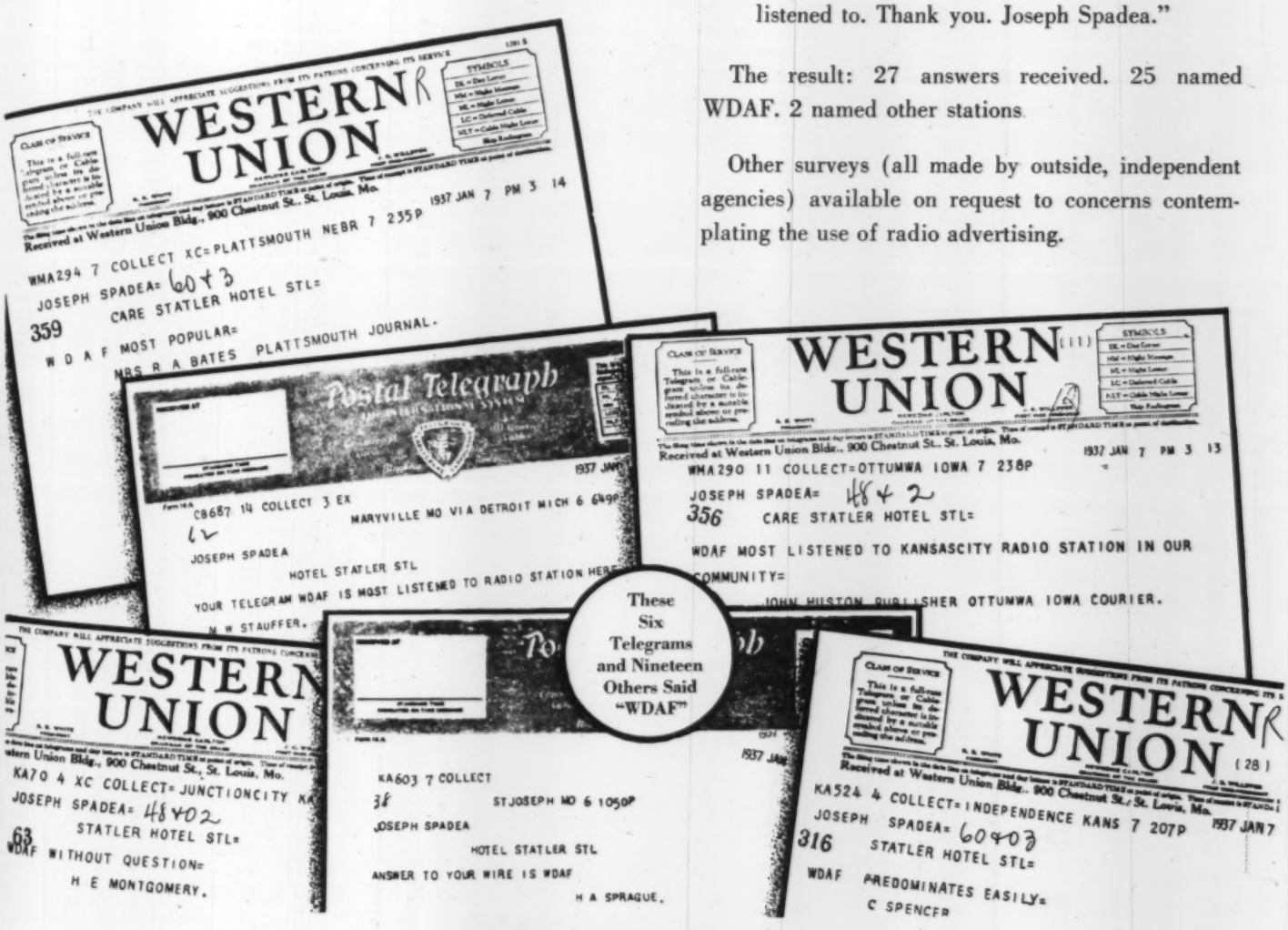
A large manufacturing concern at St. Louis wished to determine what Kansas City radio station had the largest audience in the territory composing the Kansas City radio area.

Telegrams bearing a St. Louis date line were sent to 32 newspaper editors in 32 towns. Following is the telegram that was sent:

> "Will appreciate your wiring me immediately before five collect care of Statler Hotel Saint Louis your unbiased opinion as to which Kansas City radio station is most listened to. Thank you. Joseph Spadea."

The result: 27 answers received. 25 named WDAF. 2 named other stations.

Other surveys (all made by outside, independent agencies) available on request to concerns contemplating the use of radio advertising.


WESTERN UNION
Received at Western Union Bldg., 900 Chestnut St., St. Louis, Mo.
1937 JAN 7 PM 3 14
WMA294 7 COLLECT XC=PLATTSMOUTH NEBR 7 235P
JOSEPH SPADEA= 6043
359 CARE STATLER HOTEL STL=
W D A F MOST POPULAR=
MRS R A BATES PLATTSMOUTH JOURNAL.
Postal Telegraph
CB687 14 COLLECT 3 EX MARYVILLE MO VIA DETROIT MICH 6 649P
12
JOSEPH SPADEA
HOTEL STATLER STL
YOUR TELEGRAM WDAF IS MOST LISTENED TO RADIO STATION HER
H W STAUFFER.
WESTERN UNION (11)
Received at Western Union Bldg., 900 Chestnut St., St. Louis, Mo.
1937 JAN 7 PM 3 13
WMA290 11 COLLECT=OTTUMWA IOWA 7 238P
JOSEPH SPADEA= 4842
356 CARE STATLER HOTEL STL=
WDAF MOST LISTENED TO KANSASCITY RADIO STATION IN OUR COMMUNITY=
JOHN HILSTON PUBLISHER OTTUMWA IOWA COURIER.
These Six Telegrams and Nineteen Others Said "WDAF"
WESTERN UNION
KA70 4 XC COLLECT=JUNCTIONCITY KA
JOSEPH SPADEA= 48402
63 STATLER HOTEL STL=
WDAF WITHOUT QUESTION=
H E MONTGOMERY.
KA603 7 COLLECT
38 STJOSEPH MO 6 1050P
JOSEPH SPADEA
HOTEL STATLER STL
ANSWER TO YOUR WIRE IS WDAF
H A SPRAGUE.
WESTERN UNION (28)
Received at Western Union Bldg., 900 Chestnut St., St. Louis, Mo.
1937 JAN 7
KA524 4 COLLECT=INDEPENDENCE KANS 7 207P
JOSEPH SPADEA= 60403
316 STATLER HOTEL STL=
WDAF PREDOMINATES EASILY=
C SPENCER

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR

Mrs. Roosevelt for Ponds

MRS. FRANKLIN D. ROOSEVELT will begin a series of weekly talks on NBC about the middle of April under sponsorship of Lamont Corliss Co., New York (Pond's cosmetics). Time and network for the series have not been definitely announced. Mrs. Roosevelt will give informal discussions of her diversified interests and include stories of White House domestic life. The series will last 13 weeks and the compensation will be paid direct to the American Friend's Service Committee, Philadelphia, in whose work Mrs. Roosevelt has long been interested. She appeared on a similar program sponsored by the same company in 1932 and 1933 and for Selby Shoe Co., Portsmouth, O.

S. S. KRESGE Co., Detroit (chain stores), is sponsoring a five-minute 6-weekly program titled *Kresge Social Calendar* on WMBH, Joplin, Mo. The announcement of coming social events is prefaced and followed by commercials.

FROZEN FACE — Hendler Ice Cream Co. recently presented Brad Bradley, announcer of WBAL, Baltimore, with a large ice cream cake with his likeness thereupon. The photo on the cake, taken from a half-tone of the announcer, is exact in every detail. The printing was done in food coloring by a process just developed by Hendler.

LORD & TAYLOR, big New York store, broadcast a one-time styles forecast March 1 on WJZ, New York, titled *Clothes Are Really Different This Spring.*

FCC Grants KXL Sale To Symons and Craney

ASSIGNMENT of KXL, Portland, Ore., from Harry B. Reed, to T. W. Symons, operator of KFPY, Spokane, and E. B. Craney, operator of KGIR, Butte, was approved March 9 by the FCC Broadcast Division. The consideration was approximately $20,000 for about 90% of the stock. The FCC granted KXL a renewal of license, after a citation involving allegedly improper programs. The station operates six-sevenths time on 1420 kc. with 100 watts power.

Mr. Craney, along with several other associates, recently was granted a construction permit for a new 100 watter on 1210 kc. in Helena, Mont. The principal stockholder in the Peoples Forum of the Air, applicant for the station, is Barclay Craighead of Helena, state director of the Federal Housing Administration, who owns 50%. Mr. Craney owns 40% and Sam C. Ford, attorney, 10%.

Net Billings Climb To February Peak

Three Major Companies Reveal A Total of $5,762,187

UNANIMOUSLY reporting the highest February billings in their collective histories, the coast-to-coast networks in February, 1937, sold to advertisers a total of $5,762,187 worth of time on the air, an increase of 20.7% over the $4,775,510 time sales for the corresponding month a year ago. So February shows the networks continuing the pace set up in January, when they achieved a combined increase of 28.2% over the first month of 1936. Taking the two months together, 1937 billings are to date 24.4% more than those for 1936.

Red Jumps 34%

When the networks are considered individually, NBC's Red chain stands at the head in two ways: Its $2,273,973 sales are the largest of any one network, and its 34% increase over February of 1936 is the highest percentage gain for the month. Second from the standpoint of gross sales is CBS with a February total of $2,264,317, but its percentage increase of 18.6 falls far behind that of MBS, which increased its sales for the month about a fourth over last year, from $162,358 to $202,088. NBC's Blue network, passed its last year's total to show an increase of 1½%.

To some extent this increase in network revenues is due to the additional outlets that have been added during the past year, but in the final analysis the figures seem to mean simply that more people have more money to spend than they did a year ago and that more national advertisers are spending more money for time on the air in more vigorous attempts to tap this richer market.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358

Good Will Court Returns As a Magazine Feature

WHAT HAPPENS when a radio program is forced off the air is illustrated by the appearance of A. L. Alexander's "Court of Good Will" in *Redbook Magazine.* Started on WMCA, New York, and continued on NBC-Red network where it was sponsored by Chase & Sanborn, the *Good Will Court* for a time survived nationwide protests of lawyers and bar associations. The program was discontinued after the Appellate Division of New York Supreme Court adopted rules prohibiting any lawyer from giving advice or opinions through any publicity media on specific legal problems posed by inquirers.

KOKO is the call assigned to Southwest Broadcasting Co. for a new station at La Junta, Col., on 1370 kc. using 100 watts unlimited.

Look —WHAT ITS NEW HIGH FIDELITY TRANSMITTING PLANT HAS DONE FOR

WHEC COVERAGE!

New 110% INCREASE OLD

DAY 1,000 WATTS

New 76% INCREASE OLD

NIGHTTIME 500 WATTS

Despite this average coverage increase of 93% WHEC has not yet increased its rates!

*WHEC's Average Signal Throughout Rochester Proper Is Greater Than Any Other Station Received In This Area.

WHEC

ROCHESTER, N. Y. BASIC CBS

PAUL H. RAYMER COMPANY
National Representatives
New York Chicago Detroit San Francisco

We Salute These Men—

W. W. BEHRMAN
WBOW, Terre Haute

CLARENCE LEICH
WGBF, Evansville

BECAUSE they are excellent station operators and have the respect of their communities and the industry at large.

and because their stations are now
OPTIONAL RED and BLUE with
THE NATIONAL BROADCASTING CO.

WE KNOW they have been doing the jobs in the past —and will do even better in the future — Let us tell you about their markets and their ability to sell your products.

FURGASON and ASTON, Inc.

CHICAGO • DETROIT • NEW YORK

Chicago Transcription Firms Hear Proposed Musician Rules

Petrillo Proposes That Permission of Locals Be Required for the Performance of Discs

By HAL TATE

Mr. Petrillo

REPRESENTATIVES of nine transcription companies and an NBC delegate met with the board of directors of the Chicago Federation of Musicians March 5 at the request of James C. Petrillo, president of the CFM, to discuss the formulation of rules to govern recordings in Chicago.

If the rules which Mr. Petrillo read to the transcription company representatives should be adopted nationally when the AFM holds its convention in Louisville on June 8, the effect would be far reaching upon stations. Smaller stations would be hard hit, it is held, because they are dependent upon recordings for much of the program schedules. Firms specializing in transcription libraries which have been "dubbed"—that is, re-recorded portions of the small records made for public consumption and assembled into 15-minute transcriptions—would have to give up "dubbing" entirely and concentrate on other "legal" transcription work or go out of business entirely, under the proposed rules.

Mr. Petrillo made it clear he is out to increase the demand for union musicians in every station in the country. If transcriptions are used, he proposes they be used only once.

Every reform of the AFM, according to Chicago's musicians, has been done at Mr. Petrillo's instigation and at present there is nothing to indicate that his latest ruling which is already "law" in Chicago will not be passed by the AFM in their national convention this June. And this statement is made despite the fact that Petrillo told BROADCASTING: "I don't believe the American Federation of Musicians should get into it now".

Proposed Rules

The nine transcription companies represented at the meeting were: Radio Corp. of America, Edward Foreman; World Broadcasting System, A. J. Kendrick; Decca Recording Co., Monroe Wayne; Dorana Recording Co., D. C. Doran; Brunswick Recording Co., S. J. Hein; Marsh Laboratories, Tom North; Standard Radio Inc., M. M. Blink; D'Arcy Laboratories; and Columbia Recording Co., Gerard Ellis. Also present was E. W. Young of NBC.

Following are the rules which Mr. Petrillo read at the meeting:

Recordings may be made for use in the home.

Recordings may be made for use in foreign countries.

All other recordings may be made and used provided the same number of musicians employed in the making of the recordings are employed wherever such recordings are used.

Recordings made in the Chicago jurisdiction cannot be used in the jurisdiction of another local without the permission of the local in the jurisdiction wherein the recordings are to be used.

The "dubbing" of records, which means the re-recording of records or any part thereof, is prohibited.

Contract Provisions: (a) All recording engagements must be contracted for on forms furnished by the Chicago Federation of Musicians for this purpose. Contracts to be valid must be approved by the Board of Directors.

(b) Among other provisions, the following clause shall be incorporated in the contract: "Each recording shall have a registered number which number must be filed with the Chicago Federation of Musicians. The recording company agrees that, before the registered record is used for any purpose whatsoever, a clearance permission must be secured from the Chicago Federation of Musicians."

Obviously the third rule automatically eliminates the possibility of a station using a transcription more than once. For the rule means that if a station is going to play a transcription which was made by 35 union musicians, 35 musicians must be paid union wages by the station even though the musicians do not play a single note. Of course if permission is obtained by the station from the musician's union to broadcast the transcription then the station can put it on the air. However, doubt is expressed as to why the union should give the station that permission when ie would mean that union men would not get a chance to earn some more money.

Under the fourth rule a transcription may be played in Detroit if made in Chicago provided the Detroit union gives its consent. Unions outside Chicago may give stations permission to broadcast transcriptions more than once—but that would be only until the law becomes national in effect, probably in June.

Mr. Petrillo said the rules are currently in effect. Asked whether transcription companies had signed this agreement he rejoined: "Signed? They don't sign anything. If I want any rule passed I just call them together and read it to them and it's passed. They don't have to sign anything. This recording thing (playing records promiscuously on the air) is a menace to musicians."

A Tribute and Our Thanks

TO OUR sister station, WHAS, whose heroic and tireless work in the Louisville flood disaster contributed in the saving of countless human lives, WSM extends sincere admiration.

Our part was only the privilege of standing by while WHAS helped battle disaster and the darkness to help get to those the relief they sought for a stricken people. Yet we are happy to have rendered this measure of service.

And to all of those — good neighbor stations, audiences, advertisers, amateurs, the Federal Communications Commission, and unnumbered agencies of every nature — whose aid and understanding enabled us to stand by WHAS in a time of need, WSM offers grateful thanks.

Clear Channel NBC • Full Time

WSM

The Air Castle of the South

50,000 WATTS

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC., NASHVILLE, TENN.

Scout Observance

AMERICA'S radio stations and leading radio personalities paid tribute to the 1,069,165 Boy Scouts of America on their 27th anniversary observed recently. Many local stations dedicated programs to the scouts and a large number of network broadcasts ended with tributes to the scout movement. In addition to the tributes of many prominent Americans, President Roosevelt broadcast an invitation to a National Scout Jamboree to be held in Washington June 30-July 9.

XUM

NETTING A NEW ENGLAND MARKET

Latest reports show business is expanding in New England — expanding at a rapid pace. In such a prosperous and responsive market WBZ and WBZA are, more than ever before, potent sales weapons. For they deliver such a large part of the buying power in this compact area that you need them — for your share of the sales.

WBZ
50,000 WATTS
NBC Blue Network
BOSTON, MASS.

WBZA
1,000 WATTS
NBC Blue Network
SPRINGFIELD, MASS.

Completely programmed by NBC

A DAINT

TO SET B

Sing a song of sixpe

casting is the one form of radio which is adaptable

what the size. • Set a dainty dish of radio before

please. Season it to his favorite sectional flavor. H

stations has successfully sold almost every type of

pie. Your product may be "different", but it will b

INTY DISH

ET BEFORE THE KING

g of sixpence or of a million dollars. Spot broad-

daptable to any advertising budget, no matter

o before King Consumer when and where you

lavor. He'll eat it up. ● Each of these radio

type of product except deep dish blackbird

it will be no exception. They can sell it, too.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO • SAN FRANCISCO

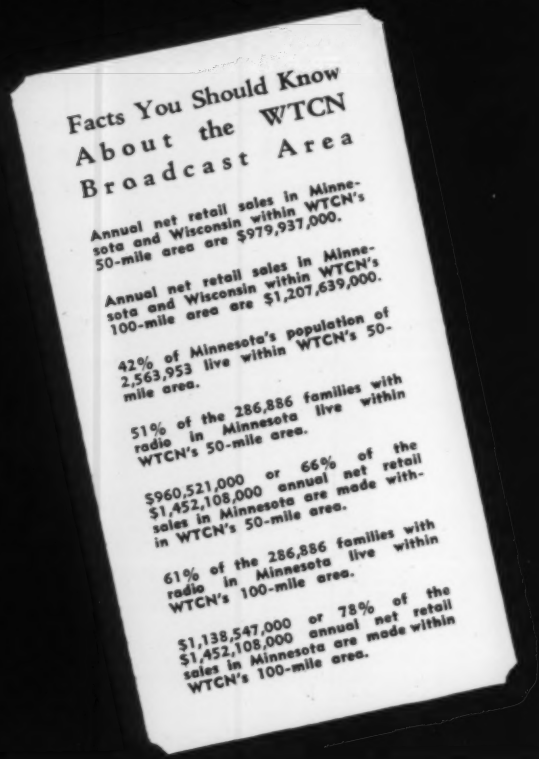
XUM

78%

OF THE ANNUAL NET RETAIL SALES IN MINNESOTA are made within the

WTCN

100-MILE AREA


Facts You Should Know About the WTCN Broadcast Area
Annual net retail sales in Minnesota and Wisconsin within WTCN's 50-mile area are $979,937,000.
Annual net retail sales in Minnesota and Wisconsin within WTCN's 100-mile area are $1,207,639,000.
42% of Minnesota's population of 2,563,953 live within WTCN's 50-mile area.
51% of the 286,886 families with radio in Minnesota live within WTCN's 50-mile area.
$960,521,000 or 66% of the $1,452,108,000 annual net retail sales in Minnesota are made within WTCN's 50-mile area.
61% of the 286,886 families with radio in Minnesota live within WTCN's 100-mile area.
$1,138,547,000 or 78% of the $1,452,108,000 annual net retail sales in Minnesota are made within WTCN's 100-mile area.

WTCN . . . Minneapolis Tribune and St. Paul Dispatch-Pioneer Press

NBC BLUE NETWORK STATION

Wesley Temple Building, Minneapolis
Minnesota Building, St. Paul

FREE & PETERS, INC.—National Representatives.

SITTING SPONSOR
WCHS Advertiser Resorts To Strike Tactics

THE FIRST "sit-down" strike by a radio advertiser, having litigation trimmings and a real news aspect, is reported from Charleston, W. Va. After WCHS, owned by John A. Kennedy, West Virginia publisher and broadcaster, began its affiliation with CBS last month, Diamond Department Store, largest retail outlet in the city, was asked to shift its sponsored U. P. news broadcast period from its usual 6-6:15 p. m. time to 5 p. m. The sponsor refused and the store sought injunctive relief in the Circuit Court of Kanawha County.

Evidently on advice of counsel, the advertising manager and news commentator of the store "sat-down" in the offices of WCHS just before their regular news broadcast period several days in a row, and announced they were prepared to go on the air. Each time they were informed by the management that the program had been broadcast at 5 p. m.

The "strike" was settled when, under a new arrangement whereby time could be cleared for the network, Diamond Department Store resumed its regular broadcast period and dropped its petition for an injunction.

Good Will Court Action In New York Dismissed

A SUIT for $250,000 damages brought by Good Will Court Inc. against A. L. Alexander, Standard Brands Inc., J. Walter Thompson, WMCA and NBC, was dismissed March 9 by Supreme Court Justice Meier Steinbrink in Brooklyn. The suit was brought by Municipal Court Justice Nathan Sweedler, who charged that he used the title in connection with a non-profit organization in Brooklyn where persons could go for free legal advice. He sought damages because of use of the title in the network program recently sponsored by Standard Brands and directed by Mr. Alexander over NBC and WMCA. The program was discontinued several months ago by Standard Brands when the appellant division in New York ruled that lawyers could not participate in it.

In dismissing the suit upon motion of defense counsel, Judge Steinbrink said it was impossible "to find in this case a single penny of damages." He added that "something more substantial than injured feelings must be presented."

Dental Advertising

AMENDMENT of Massachusetts law to regulate advertising by dentists has been proposed in that state and would include censoring of radio scripts. The petition, presented by William H. Griffin, also covers newspaper, display and other advertising and places limits upon the type of claims which may be made by practitioners as well as prohibiting deceptive or misleading claims. In addition, dentists would be forbidden to solicit patronage through radio, newspaper or display advertising or by personal solicitation or to make any guarantees, offers or inducements.

Progress of RCA For Year Is Shown

Television Activity Reviewed; NBC Sales 10.8% Higher

IN ITS annual report covering the year 1936, Radio Corp. of America devotes unprecedented space to broadcast activities of its subsidiary, NBC, and reviews television activities as well. As previously announced, income of the parent company amounted to $101,186,310, a gain of 13.4% over 1935. Cost of operations amounted to $89,722,151. Net income before deductions was $11,464,159, leaving a net profit of $6,155,937, an increase of 20%.

After reviewing recapitalization as approved April 7, 1936, and explaining subsidiary investments, the report deals with operating phases of RCA services.

In the television field, it was explained, RCA visual activity was taken from the laboratory for practical field tests under everyday working conditions. The tests were begun June 29 on 343 lines but changed Jan. 19 to 441-line standard, using both motion pictures and live talent. About 100 receivers in homes of RCA technicians in New York are picking up the visual programs, which have been consistently received as far as 45 miles from the transmitter.

National Problem

"A major problem in television," says the report, "is that of network program distribution. The present facilities for distributing sound broadcasting cover the vast area of the United States and serve its 128,000,000 people. Similar coverage for television programs in the present state of the television art would require a multiplicity of transmitters and network interconnections by wire or by radio facilities still to be developed. The field tests are not completed, but the capabilities of the RCA television system are being constantly expanded, and we are moving toward ultimate realization of satisfactory high-definition television for public service."

Last year 24 stations affiliated with NBC, it is shown, with six more contracting for 1937, a total of 117 stations said to carry NBC program service to 98% of the more than 24 million homes now equipped with radio and to some 4 million auto radios.

In all, 51,033 programs were presented in 1936 as against 47,113 in 1935.

The number of sponsored hours was increased, the sustaining schedule also was maintained on an extensive basis, it is shown. The commercial position of NBC was advanced with a 10.8% increase in broadcast revenue, nine times the 1927 volume. More than 69% of the nation's leading advertisers who formed the 1935 roster of NBC sponsors continued as repeat customers in 1936. Audience mail records were broken, the 1936 figure reaching 5,560,671 letters, not counting those received by sponsors direct.

While no breakdown is given for NBC receipts, time sales of the network were computed independently at $34,523,950. The first decade of NBC activity is reviewed as well as the Tenth Anniversary celebration.

Ten More Stations Will Join Mutual

Texas, Oklahoma Affiliations Will Bring the Total to 51

ADDITION of ten stations to the Mutual Broadcasting System, to take place by April 15, was announced March 8. This brings the network total to 51 stations, based on latest compilation.

Beginning April 1, according to the announcement, the Oklahoma Network of eight stations will be linked with Mutual by permanent lines. On April 15, KTAT, Fort Worth, and WRR, Dallas, both independents, will join the network. These stations will form the Southwest Section of the network.

In the Oklahoma Network are KTOK (formerly KGFG), Oklahoma City; KCRC, Enid; KGFF, Shawnee; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; WBBZ, Ponca City; KASA, Elk City. The network is represented by R. U. Porter, of Shawnee, president, and Glenn Condon, of Tulsa, managing director.

Arranged by Weber

KTAT is owned by the Tarrant Broadcasting Co., with Raymond E. Buck, Fort Worth attorney, as its president. WRR is owned by the city of Dallas and is managed by John Thorwald. Arrangements for the new additions were made by Fred Weber, Mutual general manager. Plans for dedicatory programs welcoming the new stations already have been made.

There are four other regional chains affiliated with MBS, as follows: Colonial Network in New England; Iowa and Central States Broadcasting Corp. in the Middlewest and Don Lee Broadcasting System on the Pacific Coast.

Latest MBS statistics show 30¾ hours a week of commercial programs. Sustaining programs over the network constitute 93¼ hours.

The evening half-hour rates of the new affiliates are: Oklahoma Network, $243; KTAT, $75, and WRR, $65; a total of $383 for advertisers wishing to add them to their MBS schedules.

Dr. Fahrney Tries Radio

DR. PETER FAHRNEY & SONS Co., Chicago (Forni's alpenkrauter, stomach tonic), recently began a test campaign using one-minute transcribed announcements twice daily five days a week on WGR, Buffalo, and WADC, Akron. It is the first time the Fahrney firm has used radio. Although the company has been manufacturing proprietary remedies for 150 years, selling in the past has been done primarily by house-to-house salesmen with advertising limited mainly to foreign newspapers. The retail outlets in Buffalo and Akron are the first to be established by the Dr. Peter Fahrney & Sons Co. If the 13-week test on the two stations proves successful more retail outlets will be established, with other stations in the new markets being added to the list. H. W. Kastor & Sons Adv. Co. Inc., Chicago, handles the account.

WBS is recording a series of one-minute announcements for Procter & Gamble Co., Cincinnati (Kirk's hard-water castile soap), to be placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Plans for Endowed Research Activities To Promote Radio Education Discussed

FURTHER discussion of plans to create a substantial fund for a definite program of educational radio research, to be conducted under the auspices of the U. S. Office of Education was held March 12 at a subcommittee meeting of the Federal Radio Education Committee created by the FCC more than a year ago.

Among those participating in the session were members of the FCC Broadcast Division, Dr. John W. Studebaker, Commissioner of the U. S. Office of Education; James W. Baldwin, NAB Managing Director; Frederic A. Willis, assistant to the president of CBS; F. M. Russell, NBC Washington vice-president, and Dr. Levering Tyson, president of Muehlenberg College and former executive secretary of the National Advisory Council on Radio In Education, Dr. W. W. Charters of Ohio University and Dr. Hadley Cantril of Yale.

The meeting followed consideration in New York of plans submitted by Dr. Studebaker entailing expenditures of $250,000 for these educational projects involving use of radio. The initial plan was for endowment of the funds by the broadcasting industry through the networks and the NAB and by the Rockefeller and Carnegie Foundations. It is understood the original estimates have been revised tentatively to limit expenditures to possibly $150,000.

The discussion with the FCC Broadcast Division related to the status of the deliberations thus far. It is expected that within the next few months definite plans will be made, possibly including setting up within the Office of Education under Dr. Studebaker of a group which will handle actual preparation and planning of the various program projects, designed to further the use of educational material on the air.

A meeting of the entire Federal Radio Education Committee, comprising 40 leading educators, broadcasters and representatives of religious, welfare and other groups, may be called for final consideration of the plans, details of which have not yet been divulged.

CBS Pays Dividend

A QUARTERLY cash dividend of $.50 a share, payable on March 26 to stockholders of record at the close of business on March 17 was declared by the board of directors of the Columbia Broadcasting System at a meeting on March 5. The board also decided to apply for listing of the stock on the New York Stock Exchange, as the company now has nearly 5,000 stockholders and the number is increasing rapidly. Recommendation was made that the stockholders, at their next meeting on March 24, authorize an increase in the number of shares, so that the stock may be split two for one.

91%

of Louisville's 210 drug stores are doing business as usual . . .

58% gained 10% to 300% in sales over 1936
31% are doing a normal business
11% (in the flooded area) below normal.

STILL A $30,000,000 DRUG MARKET

Louisville is only one of the important cities included in the WHAS Primary Listening Area . . . a $912,992,366 retail market. . . .

WHAS

EDWARD PETRY & CO., National Representatives

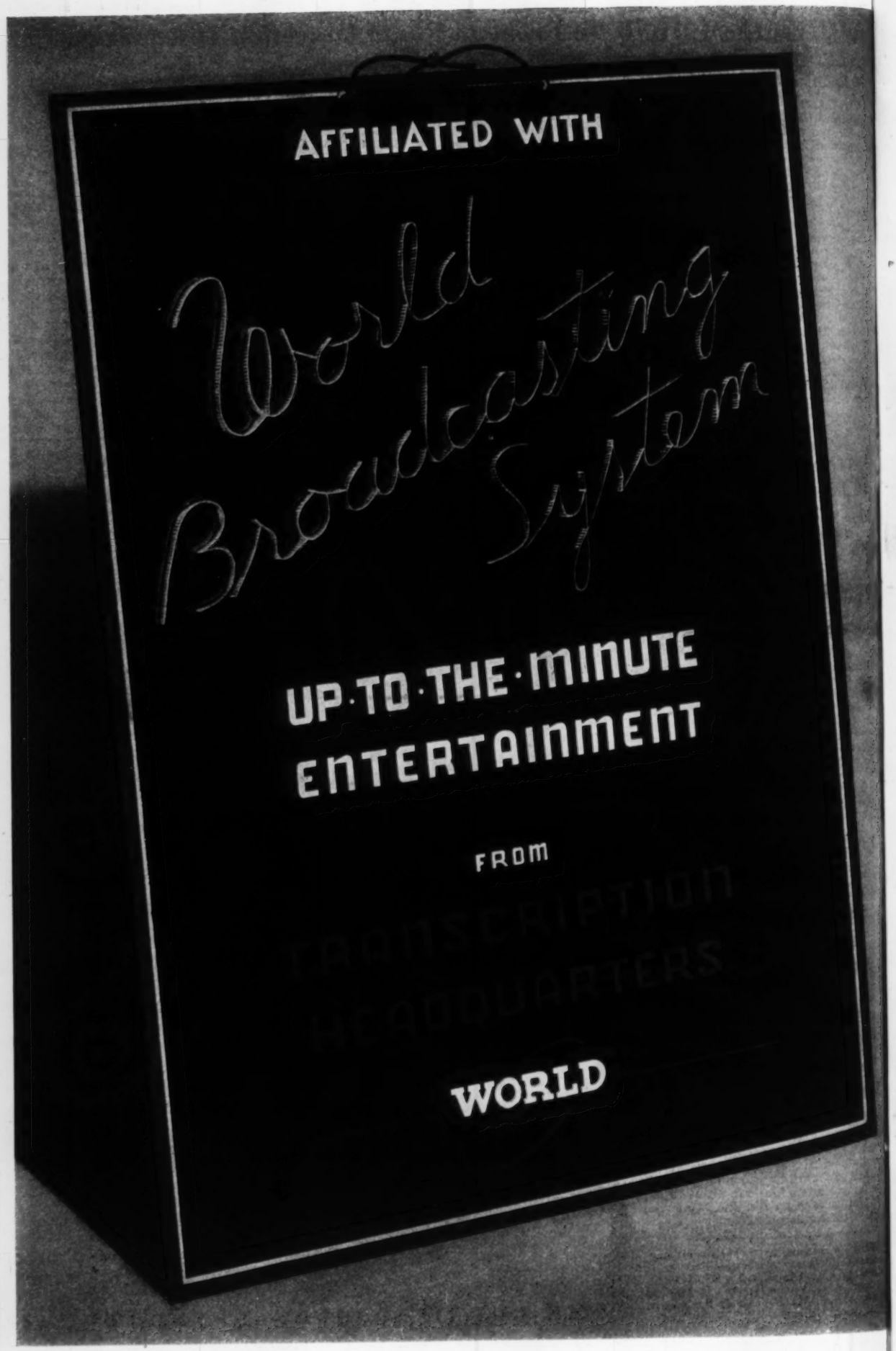
Owned and Operated by The Louisville Times Company

PUBLISHERS OF

THE COURIER-JOURNAL • THE LOUISVILLE TIMES

SUBSCRIBERS

ALABAMA	
WSGN	Birmingham
WMFO	Decatur
ARIZONA	
KOY	Phoenix
ARKANSAS	
KUOA	Fayetteville
KFPW	Ft. Smith
CALIFORNIA	
KPMC	Bakersfield
KIEM	Eureka
KNX	Los Angeles
KLX	Oakland
COLORADO	
KFEL	Denver
KGHF	Pueblo
KFKA	Greeley
CONNECTICUT	
WTIC	Hartford
WELI	New Haven
DISTRICT OF COLUMBIA	
WJSV	Washington
FLORIDA	
WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WCOA	Pensacola
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach
GEORGIA	
WTFI	Athens
WGST	Atlanta
WRDW	Augusta
WMAZ	Macon
IDAHO	
KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston
ILLINOIS	
WGN	Chicago
WJBL	Decatur
WTAX	Springfield
INDIANA	
WTRC	Elkhart
WGBF	Evansville
WLBC	Muncie
IOWA	
WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KANSAS	
KFBI	Abilene
KGGF	Coffeyville
KIUL	Garden City
KVGB	Great Bend
KWBG	Hutchinson
WIBW	Topeka
KENTUCKY	
WLAP	Lexington
LOUISIANA	
WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport
MARYLAND	
WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick
MASSACHUSETTS	
WEEI	Boston
WCOP	Boston
WTAG	Worcester
MAINE	
WCSH	Portland
MICHIGAN	
WHDF	Calumet
WJR	Detroit
MINNESOTA	
WEBC	Duluth
KROC	Rochester
KSTP	St. Paul
MISSISSIPPI	
WAML	Laurel
WQBC	Vicksburg
MISSOURI	
KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield
NEBRASKA	
KFAB	Lincoln
KOIL	Omaha
NEW MEXICO	
KGGM	Albuquerque
KRQA	Santa Fe
NEW YORK	
WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse
NORTH CAROLINA	
WBIG	Greensboro
NORTH DAKOTA	
KLPM	Minot
OHIO	
WJW	Akron
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown



SYMBOL OF SUCCESS

in 172 important markets

• Look over the list of stations "affiliated with" World, and make a quick estimate of their standing. Notice the importance of the markets served by these stations from coast to coast. From any point of view — station reputation, program popularity, market coverage — you'll agree they are the "tops". National advertisers can find no better guide in choosing outlets for their Selective Broadcasting campaigns.

The audience-building power of World Program Service is an important reason why these stations represent greater value for YOUR advertising. World Library features are built at Transcription Headquarters — the only complete Vertical recording and processing facilities in the world. Over 1,800 separate selections, at least 48 new releases each month — all recorded by the Wide Range Vertical system! Each subscriber is equipped for "matched quality" reproduction, bringing "Up-to-the-Minute Entertainment" from artist to listener with unimpaired reality!

COMPLETE SERVICE

World Program Service is only one of many services coordinated and centralized in World Broadcasting System, forming a complete service organization, and making Selective Broadcasting an easy-to-use medium of greatest value to agencies and advertisers. Full details, without obligation, on request.

WORLD BROADCASTING SYSTEM

ATLANTA CHICAGO NEW YORK LOS ANGELES

WASHINGTON SAN FRANCISCO

•

• This sign is being sent for display purposes to every World Program subscriber, enabling local advertisers to identify the station with the national prestige of World Broadcasting System.

SUBSCRIBERS

OKLAHOMA

KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa

OREGON

KFJI	Klamath Falls
KOIN	Portland

PENNSYLVANIA

WCBA	Allentown
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WGBI	Scranton

RHODE ISLAND

WJAR	Providence

SOUTH CAROLINA

WCSC	Charleston
WIS	Columbia

SOUTH DAKOTA

KABR	Aberdeen

TENNESSEE

WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville

TEXAS

KGNC	Amarillo
KFDM	Beaumont
KGFI	Corpus Christi
WBAP	Ft. Worth
KTSM	El Paso
KXYZ	Houston
KFRO	Longview
KRLH	Midland
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls

UTAH

KDYL	Salt Lake City

VERMONT

WCAX	Burlington
WNBX	Springfield

VIRGINIA

WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke

WASHINGTON

KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima

WEST VIRGINIA

WHIS	Bluefield

WISCONSIN

WEAU	Eau Claire
WHBY	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WSAU	Wausau

WYOMING

KDFN	Casper
KWYO	Sheridan

HAWAII

KGMB	Honolulu

CANADA

Alberta

CFAC	Calgary
CJCA	Edmonton

British Columbia

CJAT	Trail
CKWX	Vancouver

Manitoba

CJRC	Winnipeg

New Brunswick

CHSJ	St. Johns
CKCW	Moncton

Nova Scotia

CHNS	Halifax

Ontario

CKPC	Brantford
CKCL	Toronto
CKLW	Windsor

Province of Quebec

CKAC	Montreal
CKCV	Quebec

Saskatchewan

CJRM	Regina

FOREIGN

Australia

5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sidney

New Zealand

1 ZB	Auckland

France

Radio-Toulouse	Paris

Mexico

XEW	Mexico City

Union of South Africa

South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

XUM

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Rating Radio Rates

ENGAGE in a conversation with any man afflicted with radio advertising — advertiser, agency or just plain salesman on the hoof—and it drifts into rates and their justification.

There's a lot to be said on the subject. At the moment the pet gripe seems to be rate increases by stations and networks, and their whys and wherefores. We have always held the view that radio rates, whether or not they are based on a scientific formula, can only be measured in results. All things considered, more sales per dollar spent accrue for most products by radio than by any other medium. We have yet to hear that successfully contradicted.

"Rate adjustments", to use the genteel term, are normal, healthy phenomena. They grow out of increased return to the account, based on increased investments and overhead resulting from increased program expenditure and increased "coverage".

Whenever a station or a network raises a rate, we think the client and his agency are entitled to a plausible explanation. When the medium increases its overhead by building new studios, or by increasing power (with the authority of the FCC), it is increasing its usefulness to the account. When a network builds costly new studios in Hollywood to originate more and better programs, it is loading its overhead with the objective of doing a better job.

All these factors contribute toward stability and better service, inducing John Q. Public to buy more and better sets. That means better circulation. But it also means that it costs the broadcaster more to operate, entails additional personnel and adds to permanent overhead in sundry ways. The broadcaster, therefore, is entitled to his upward readjustment of rates, and the advertiser should recognize that increase as legitimate and justifiable. After all, he stands to yield even a greater return on his radio advertising dollar, played to the tune of the cash-register chimes.

Lost—An Opportunity

TIME for sale? Yes, but many accounts are grumbling these days over the lack of what they call "desirable time". Look over the charts of most stations and networks and you will find that perhaps the "Forgotten Period" of radio is Saturday mornings. Networks quote it at half rate, and so do the majority of stations. It occurs that a really choice time is being overlooked—time that may see Sunday afternoon repeat itself from the demand standpoint. The biggest reason, as we see it, is the trend toward the five-day week. Saturday forenoon in many localities, will be even better than Sunday. It is the time the housewife could be induced to do her listening for the weekend shopping undertaken Saturday afternoon and night. And with the head of the family at home in many cases because of shortened working hours, it looks like a natural.

Stations and networks should invest in better sustaining features for Saturday forenoon. Once these programs become "audience-tested", sponsorship will come with the greatest of ease.

Farmer In the Dell

ALMOST a score of years ago Nora Bayes, the mother of the crooning profession, was moaning "How Ya Goin' to Keep 'Em Down on the Farm". That was the attitude merchandisers had, too, and the rural segment of the trading population was given scant treatment in advertising budgets.

But that was a pre-radio condition.

Now Rural America is loudspeaker-minded, and becoming more so at a faster rate than city folk. Farmers hear the same programs. They buy many of the same products. They get a substantial share of their information — particularly agricultural information — by radio.

In a decade rural storekeepers have doubled the number of items on their shelves. They have modernized their methods to compete with larger trading centers which now are easily reached by automobile. Radio is the fastest growing rural advertising medium, and provides the fastest method of introducing new products to the farm market.

These facts are but a few of those gleaned by NBC when it sent Charles Morrow Wilson, author of books on rural life, into the crossroads to make a study of the farm market.

Out of his research comes the inevitable conclusion that advertisers who still look upon the farmer as a "hayseed" or "hick" are overlooking a juicy market. The folk from the fields and valleys have combed the straw out of their hair. They live in better homes. Being their own bosses, they have more time for radio listening than a lot of city folk.

The review of Mr. Wilson's findings, printed on another page in this issue, peels off the imaginary coating of barnyard lacquer that urban-minded merchandisers have envisioned from their skyscraper offices.

New Radio Vistas

FOURTEEN months ago the FCC Broadcast Division slammed the lid on the high-frequency broadcast license barrel until such time as it might promulgate new rules by which experimental broadcast stations might be governed. That was at a time when there was a near-stampede of applicants for these assignments. Now, just as suddenly, it has pried open the lid, but with a formidable barricade of rules and regulations governing assignments.

For want of a more descriptive term, we have called these outlets "apex" stations, a sort of nickname concocted by Andrew D. Ring, assistant chief engineer of the FCC for broadcasting. It fits because the stations have line-of-sight characteristics and must shoot their signals from high points in the areas to be served.

Forgetting nomenclature for the moment, we would like to review the past experiences with "apex" stations and then reflect upon the future. They apparently have definite short-range coverage possibilities. There are interference problems to be whipped and, candidly, very little has been done thus far toward their practical use for local broadcasting. But all signs point to their practical harnessing—maybe two years or even five years from now.

The question arises as to how this new frontier can be opened with greatest stability and least possible disturbance of the status quo in broadcasting. The question of competition should not enter here. Some 30 stations now are licensed in the band. There will be many others, judging by past interest in this service.

Listener reaction has built the radio that exists today. It will build future radio—television, facsimile, "apex" stations and whatever this modern miracle may bring. Only the best grades of modern receivers now sold will pick up the "apex" frequency range. Of course, attachments can be provided so existing receivers will tune in these frequencies. But before the public will go to the expense of equipping itself for that reception, it must be attracted by programs — and programs not otherwise available on the conventional band.

Thus, we feel that present and prospective "apex" broadcasters should give thought to programs and not simply pipe their regular menu to the auxiliary stations. Perhaps local programs not adapted for the regular station might prove audience-building features on the "apex". Moreover, network outlets which drop their sustainings to make way for local commercials or other events, could switch the network features to the auxiliaries. And during baseball or other sports broadcasts, the regular program schedule might well be carried on the high-frequency outlet.

Even though there are no immediate prospects of pecuniary return, we believe it the obligation of enterprising broadcasting stations to undertake the research and development in this embryo field. More than two dozen already have gone into it and a creditable number have done notable work. We believe, as we always have believed, that nothing is *impossible* in radio and that such spade work will reap big dividends.

We Pay Our Respects To —

GARDNER COWLES JR.

FOR A YOUNG man of 34, Gardner Cowles Jr. (Mike to his friends) can look back on many achievements since his graduation from Harvard in 1925, but he isn't in the habit of looking back. His vision is forward, projecting into the future. It was for this reason that he entered radio when he might have been content to be a successful newspaper publisher alone, leaving this blatant infant industry to somebody else. But this radio medium fascinated Mike, and he saw in it an ideal instrument for public service by newspapers, accustomed to serving the public as they were already, and he began using radio and buying radio stations when other newspapers were cautiously avoiding the Fifth Estate.

And so this young Iowan, scion of one of America's most famous publishing families, influenced the *Des Moines Register & Tribune* to become one of the first papers to make use of radio, and has actively directed its radio activities that have grown into the live force of the Iowa Broadcasting System, comprising stations KSO and KRNT in Des Moines and WMT in Waterloo and Cedar Rapids.

The transition from the earliest radio effort to the Iowa Network is interesting. There was a small 100-watter at Ottumwa, WIAS, purchased early in 1931, KSO in Clarinda and KWCR in Cedar Rapids, also 100 watters, purchased the same year. In 1934 WMT in Waterloo was acquired. These were minor radio properties, relatively unimportant. How best could they be molded for widespread public service?

Mike Cowles is deliberate in speech but decisive in action. He made a radical decision—he would bring two stations to Des Moines because the capital city of Iowa, he believed, would best serve as the origin for two methods of approach — KRNT for farm and small town primary listening audiences, KSO as a metropolitan station with features appealing to city listeners. It was KWCR that was moved to Des Moines as KRNT. WIAS was discontinued and WMT was moved to Cedar Rapids with studios maintained in both Cedar Rapids and Waterloo. By 1935 all of these changes had been effected, and the wisdom that instigated them has long since been verified.

Broadcasting may point with pride to Mike Cowles, but so does the newspaper business and, more recently, magazine publishing. It is difficult to pigeon-hole a man who is active in so many mediums of modern expression, or to venture a prediction as to his next move. He won't stay put, and he works hard and enthusiastically in each new venture, following through with startling stamina.

He was born on Jan. 31, 1903 in Algona, Iowa, and attended Exeter and Harvard where he was president of the Crimson and class treasurer. He came to the *Des Moines Register* in 1925 as city editor, becoming successively news editor, associate managing editor, managing editor and, since 1931, executive editor of the *Des Moines Register & Tribune* and vice-president of the company.

Mike Cowles doesn't take time to haggle over credit, but it is notable that enterprises with which he is connected achieve unprecedented success. The *Des Moines Register & Tribune* are dominant newspapers in Iowa and the *Sunday Register* recently passed the 300,000 mark in circulation. Three years ago when newspaper rotogravure revenue was hitting bottom, he started a new continuity technique which affected roto sections throughout the nation and advanced to approximately 4,000,000 the total circulation of syndicate customers who now buy full roto pages instead of single pictures. Best known of the *Sunday Register's* roto serializations sold by its Syndicate to other papers, was that of Laurence Stallings' "First World War", which many newspapers declared one of the greatest circulation builders they had ever seen.

Together with his brother John, associate publisher of the Des Moines papers, and in partnership with Davis Merwin, Mike decided in 1935 to invade the Minneapolis field, purchasing the *Minneapolis Star*. It has jumped to the top as the largest evening daily in the Northwest during their first year of ownership.

More recently Mike Cowles entered the magazine publishing field as editor and president of *Look*, a new monthly picture magazine which is the result of his experimenting with picture handling in the roto section of the *Sunday Register*. He does not profess to be experienced in the magazine field, but the very first issue of *Look* gained the largest circulation any 10-cent magazine ever had on the first issue—in the neighborhood of 800,000 at the last count. The magazine will accept no advertising during its debut year, but is using widespread advertising itself over numerous radio stations.

In his hobbies, too, Mike is an early comer. He held an airplane pilot license as early as 1926 and was an enthusiastic flyer while he could spare the time. He introduced squash racquets to Des Moines and helped build the first courts, becoming one of the town's best players, twice city champion. Happily married to a former reporter on his staff, Lois Thornburg, he is proud of his pretty wife and their young son and daughter.

Whether Mike Cowles' next venture will be in magazines, newspapers or radio, nobody can forecast. But it is a safe bet that it will be a startling venture. He is a startling young man.

PERSONAL NOTES

LENOX R. LOHR, NBC president, will be one of 15 men cited by the New York League of Business and Professional Women during a special broadcast March 18 over the NBC Blue Network. Tribute will be paid to them for having played a decisive part in making a better business world for better business women.

HERBERT V. AKERBERG, CBS station relations vice-president and Sidney Q. Noel, operator of KXBY, with their wives were house guests during the first ten days of March of Mr. and Mrs. Sam Pickard, CBS vice-president, at their Miami Beach residence. Mr. Pickard will remain at his Miami home until June 1, before taking up summer residence on his estate near Hendersville, N. C.

MORGAN SEXTON, of the sales staff of WOC, Davenport, Ia. has joined the sales staff of KSTP, St. Paul. He was formerly with WHBF, Rock Island.

JAMES D. SHOUSE, president of KMOX, St. Louis, spoke before the Kansas City Advertising Club, March 1 on "Why Radio?".

D. S. BALLOU has resigned as manager of KPDN, Pampa, Tex. Miss Jean Barnes is in charge of the Commercial department. James E. Lyons, general manager, is vacationing in Santa Ana, Cal.

J. R. POPPELE, chief engineer of WOR, Newark, is taking an 18-day cruise to the West Indies and South America, accompanied by Mrs. Poppele and their two daughters, June and Lorraine. On March 6 Poppele was guest of honor at the opening of station YV5RP, Caracas, Venezuela, whose musical director, Augusto Brandt, was formerly orchestra conductor at WOR.

ALFRED J. McCOSKER, president of WOR, Newark, is back at the station following a Florida vacation with Mrs. McCosker.

ARTHUR J. KEMP, Eastern representative of the CBS-Pacific Coast network, left New York March 1 for a month's trip to Los Angeles and San Francisco.

WILLIAM GELLATLY, sales manager of WOR, Newark, is the father of a baby daughter, born the last week in February.

GARDINER COWLES, president of the Iowa Network and *Look* magazine, was host to 600 employes of the *Des Moines Register & Tribune*, *Look*, and the Iowa Broadcasting Co. at a dinner given March 1 in Hotel Fort Des Moines.

LOU MERRICK, former advertising instructor of Massachusetts U, has joined the sales force of WAAB, Boston.

LESTER E. COX, president of WTMV, E. St. Louis, returned from a South American cruise on March 1. William H. West, vice-president and general manager of WTMV, is vacationing in Florida with Woody Klose acting as manager.

ROBERT T. CONVEY, president of KWK, and Mrs. Convey became the parents of a 7 lb. 11 ounce son born March 2 in St. Louis.

JOHN BLACK, author and commentator, will address the Advertising Club of New York March 19 on what a merchandiser - commentator thinks of broadcast advertising.

WILHELM SCHAEFFER, new to radio, has joined KFAC, Los Angeles, as account executive.

LEWIS ALLEN WEISS, general manager, Don Lee Broadcasting System, Los Angeles, has been made an honorary lieutenant detective of the Los Angeles Police Department.

GEORGE W. TRENDLE, president of King - Trendle Broadcasting Corp., owners of WXYZ, Detroit, is spending a month's vacation in Miami Beach, Florida.

DAVE WELLS has joined KRKO, Everett, Wash., as sales manager to replace R. E. Barringer who has been appointed manager of KROY, Sacramento.

ROY MARKS, veteran radio salesman, has been appointed local sales manager of WEEI, Boston.

C. L. JEFRY, in radio 14 years, has been named commercial manager of WCBS, Springfield, Ill.

LESTER GOTTLIEB, publicity director of Mutual Broadcasting System, returned to his office March 8 after a week's swing among affiliated stations, including WGN, KWK, WLW-WSAI, CKLW and WOL.

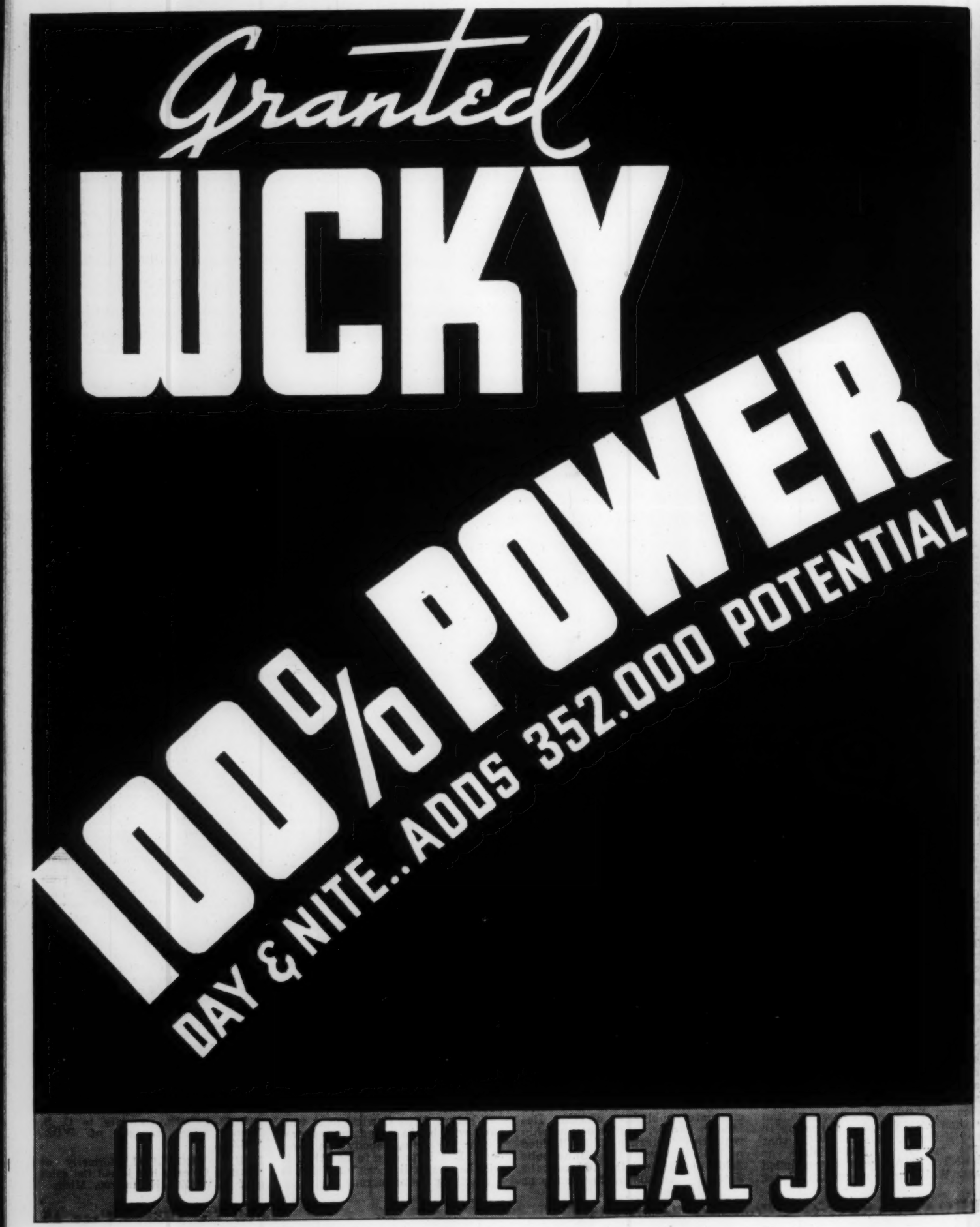
DON GILMAN, vice-president in charge of NBC western division, has been named as a member of the Amusement Committee cooperating with the Exhibits and Concessions Division of the 1939 Golden Gate Exposition.

ART WESTLUND, manager of KRE, Berkeley, Cal., has been elected president of the Northern California Broadcaster's Association for the 1937 term, succeeding Preston Allen of KLX, Oakland. Ralph Brunton, manager of KQW, San Jose and KJBS, San Francisco, was reelected secretary.

ALBERT SHAMBARGER, former clerical assistant to sales manager of WHK - WJAY, Cleveland, has been appointed merchandise manager to replace John Garfield who has resigned. Robert Botland has been transferred from WHKC, Columbus, to the Cleveland headquarters of United Broadcasting Co. as chief accountant. Albert Mannering, formerly of WHK-WJAJ has been made chief accountant of WHKC.

NORMAN E. WHITTAKER, of the sales department of WBZ, Boston, has announced his engagement to Miss Alfreda Carlson, secretary to C. S. Young, office manager of WBZ-WBZA.

LOUIS FROELICH, formerly of WBBM, Chicago has joined the sales staff of WKZO, Kalamazoo, Mich.


Granted
WCKY
100% POWER
DAY & NITE.. ADDS 352.000 POTENTIAL
DOING THE REAL JOB

INCREASE!

LISTENERS WITHIN ½ MILLIVOLT LINE..

Gives one million eight hundred thousand potential listeners within one-half millivolt line... 40% increase in signal strength... latest high fidelity specially built RCA transmitter in the making.

NOTE — Thousands on thousands of potential listeners beyond the one-half millivolt line not calculated.

10 KILOWATTS. . DAY AND NIGHT

L. B. Wilson

FOR THE ADVERTISER

XUM

BEHIND THE MICROPHONE

BENEDICT HARDMAN, news editor of KSO-KRNT, Des Moines, was married in El Paso, Texas, in February to Marion A. Payzant of Seattle, assistant professor of English at State College, N. M.

PAUL SNIDER, formerly of KCMO, Kansas City, has joined the announcing staff of KXBY, Kansas City.

RICHARD A. COBB, former production manager of WLLH, Lowell, and later on the announcing staff of WORL, Boston, has joined the announcing corps of WAAB-WNAC, Boston.

HOWARD H. HOLTON, publicity director of KROC, Rochester, Minn., is writing a promotion column titled "Over the Waves With Little Holty" for a local community magazine.

SYLVAN TAPLINGER, former program director of CBS, has joined Kated Inc., to aid in producing the Kate Smith-A & P *Bandwagon* program on CBS.

ROBERT S. WOOD, former editor of Annenberg magazines and actively identified with radio since 1920, has been appointed executive assistant of publicity and radio relations in the publicity firm of Robert S. Taplinger Inc.

CARL ZOMAR has rejoined the announcing staff of KWTO-KGBX, Springfield, Mo., and Ted Andrews has resigned from the announcing staff to become a sportcaster for General Mills Inc., Minneapolis.

BOB DUREN, formerly of KGKO, Wichita Falls, Tex., has joined the announcing staff of KFJZ, Ft. Worth, replacing Larry DuPont who resigned recently.

PAUL GLYNN, formerly feature editor of Transradio Press Service, has been added to the CBS press department in New York.

CLIFFORD WEBSTER, for the last five months assistant manager, has been appointed manager of the West Coast offices of Consolidated Radio Artists Inc., radio band and artist booking agency, Hollywood, succeeding Phil Jacks, resigned. Prior to becoming associated with CRA, Webster was business manager of the Los Angeles Musicians Union. Gus Edwards, CRA general manager, New York, arrived in Hollywood recently.

RAY SWEENEY, formerly continuity editor of KXBY, Kansas City, has joined WKZO, Kalamazoo, Mich., as continuity and publicity director.

DOROTHY TUTTLE, formerly of WJAY, Cleveland, has been named program director of WKZO, Kalamazoo.

LEONARD BROWN, formerly with the United Press at Pittsburgh, Kan., has joined the continuity staff of WMBH, Joplin, Mo.

AL CLAUSER and his Oklahoma Outlaws have left the *Iowa Barn Dance Frolic* of WHO, Des Moines, for a few weeks to appear in a feature movie. They will record while in Hollywood.

J. DONALD WILSON, narrator for *Drums*, Don Lee Broadcasting System nightly quarter-hour dramatic serial, who also announces the Saturday night *Gilmore Circus*, sponsored by Gilmore Oil Co., over 5 NBC-Pacific Red stations, has reversed his name to Wilson Donald, to avoid being confused with Don Wilson, NBC announcer.

THOR BENEDIKZ, formerly of KEHE, Los Angeles, as news writer, has been appointed news editor of KFWB, Hollywood.

YOUNGEST—Newest candidate for the title of Radio's Youngest Announcer is Lyle William DeMoss who appeared on KFAB, Lincoln, Neb., on his first birthday. Lyle DeMoss, program director, is finding it difficult to keep his son facing the microphone.

VERNON CRAWFORD, formerly of WMAS, Springfield, Mass., has joined the announcing staff of WFIL, Philadelphia.

HELEN McPEAKE has joined the program department of WBZ, Boston, to replace Louise Noel, who has affiliated with the *Boston Herald* and is assisting Marjorie Mills with her participating program on WEEI, Boston.

FRANK GRAHAM, sports writer for the *New York Sun*, has taken over the *Sportscasts* broadcasts on WOR, Newark, while Stan Lomax, regular conductor of this daily sports review, is in Florida covering the activities of the Brooklyn Dodgers' spring training camp.

ANNE HALVERSEN, secretary to Earl Gammons, manager of WCCO, Minneapolis, will be married soon. Mary Guldin will replace Miss Halversen as secretary.

GRACE CHILCOTE, stock player and orchestra leader, has joined the program department of WHDL, Olean, N. Y. Frederick G. Meyers has been added to the WHDL staff to direct publicity and special events.

FRANK BINDT, formerly of KGMB, Honolulu, has joined KRE, Berkeley, Cal.

JOHN CONRAD, announcer of KWK, St. Louis, has been appointed director of public relations and Ray Dady, news commentator has been named head of the planning bureau. Recent additions to the KWK staff include Bill Cook, announcer, formerly of KRWB, Hollywood and WLAC, Louisville, and Wright Esser, feature writer.

ROYAL WISEMAN, absent for a year, has returned to his announcing duties at KRE, Berkeley, Cal., to fill the vacancy left by George Stuart, who has joined the staff of KQW, San Jose. During his absence Wiseman served at KLX and KROW, Oakland, and also worked on a series of transcriptions with Recording Co., that city.

HARLAN EUGENE READ, radio writer and commentator, left early in March for Europe, where he will spend several months traveling. While abroad, Read will serve as a correspondent for Transradio Press Service, covering the coronation of George VI and other important events.

LARRY NIXON, publicity director of WMCA, New York, will be guest of honor at a dinner March 15 celebrating the 15th anniversary of his entry into the radio business. On March 15, 1922, Larry brought out the first issue of *The Radio Dealer*, one of the first radio trade papers.

. . . Portrait of a Problem

Here is a picture of our commercial manager and our program director. While the terrific problem of finding time for new spots in an already loaded schedule hangs heavily on their brows, they inwardly are proud of their business. For to them it means that the KFYR staff is delivering for advertisers and they, with the sponsors of 115 KFYR commercials, are learning more and more each day why KFYR is called

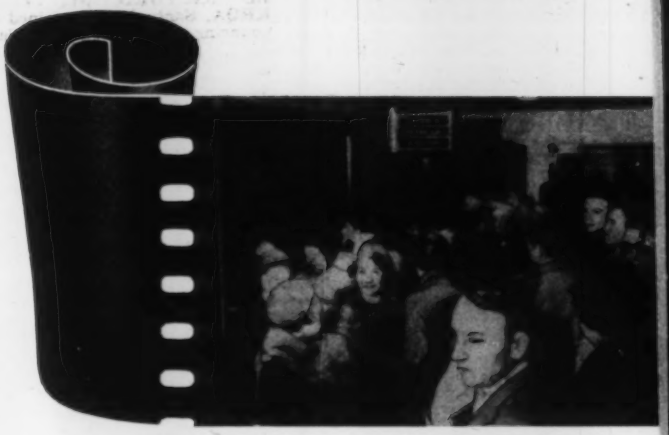
The Regional Station With Cleared Channel Coverage

KFYR

BISMARCK
NORTH DAKOTA

MEYER BROADCASTING COMPANY
FURGASON & ASTON • *National Representatives*
NEW YORK • CHICAGO • KANSAS CITY • DETROIT

THEY COME UP 'N' SEE US . . . ALL THE TIME!



● These persons found the SRO sign out when they arrived to sit in on a recent Sunday afternoon broadcast. Arriving earlier, 250 persons found seats inside WKY's studio A.

● Visitors to WKY's studios number thousands every month. To see broadcasting "from the inside", to watch programs aired, is intriguing and fascinating to most listeners. Typical audiences are pictured here. To visit WKY's elaborate studios, to see radio from the other end, to sit in on an actual broadcast makes an impression on WKY listeners not soon forgotten.

● WKY's studios are the leading showplace of Oklahoma City. Listeners from all over this area make it a point to visit WKY when they come to town. The studios have become a major point of interest for the thousands of delegates who gather in this many-convention city. Listeners know that WKY is active, that WKY does things. They not only hear it . . . they see it.

● WKY's activity, its programming and showmanship get attention. WKY gets itself listened to, talked about and keeps itself on Oklahoma's mind. That's why WKY gives a product a sales push that no other station serving Oklahoma can equal.

WKY
OKLAHOMA CITY

Oklahoma's Only
Full-Time NBC Outlet

Representative—E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN

TOM CAFFERTY has replaced Julius Andal as announcer of KFBB, Great Falls, Mont. Mr. Andal has joined the announcing staff of KGHL, Billings. Ann Uretsky has been appointed to the KFBB continuity department.

BOB MARTIN, former actor and recently with WAAT, Jersey City has replaced Bill Lundigan as announcer at WFBL, Syracuse.

BOB PETRE, chief announcer of KVOA, Tucson, Ariz., has joined KOY, Phoenix.

WALTER SHEPPARD, formerly of WOC, Davenport, has joined KVOA, Tucson, Ariz., as chief announcer and assistant program director.

MALCOLM McCOY and Beatrice Leiblee, members of WXYZ *Studio Players*, Detroit, were married in February by Judge John D. Watts who is master of ceremonies on *The Sandlotters*, amateur baseball program.

BARNEY MILLER, KGW-KEX, Portland, Ore., continuity writer is the father of a boy born recently. Mrs. Miller (Jessie See) is a KGW-KEX actress.

ED SAFFORD, Jr., formerly of KRQA, Santa Fe, has joined the announcing staff of KICA, Clovis, N. M.

JOHN WEBER, formerly of WTEL, Philadelphia, has joined the announcing staff of WIP, Philadelphia, to replace Karl Barron who has resigned. Esther Durkin, a member of WIP's program department has resigned to join a local advertising agency. Edward Wallis, night supervisor of WIP has announced his engagement to Miss Gwen Ross of Grand Island, Neb.

SAM SIEGEL has been appointed publicity director of KFWB, Hollywood, succeeding Jean Armand resigned. Siegel was formerly in the publicity department of Warner Bros. motion pictures studios, that city. Fred Dodge has been transferred from the publicity to accounting department of KFWB.

GEORGE ROSS, formerly of KOH, Reno, has been appointed production manager of KVCV, Redding, Cal.

PHILIP WILLIAMS, formerly of KFVS, Cape Girardeau, Mo., has joined the announcing staff of KBTM, Jonesboro, Ark.

DICK FISHELL, sports commentator of WMCA, New York, was injured recently when a microphone fell and struck him in the eye.

JACK McCARTY, formerly of KGW, Portland, has joined the announcing staff of KORE, Eugene, Ore. Dave Hoss has joined the staff as continuity writer and announcer.

JACK HOPKINS, operator of KFYO, Lubbock, Tex., has been transferred by Plains Radio Broadcasting Co. from KFYO to KGNC, Amarillo, Tex.

RUSSELL HIRSCH, publicity director of WCOA, Pensacola, Fla., has been appointed chief announcer and program director to replace James Hendrix who has resigned. Jack Shipley, formerly of Baltimore, has joined the announcing staff of WCOA.

VERNON CRAWFORD, formerly of WMAS, Springfield, Mass., has joined the announcing staff of WFIL, Philadelphia.

KENNETH OWEN, formerly with KMO, Tacoma has joined the announcing staff of KGW-KEX, Portland. Bill Ross has been named to handle news broadcasts.

DICK CRANE, formerly of KBTM, Jonesboro, Ark., has joined the announcing staff of KMLB, Monroe, La.

WILLIAM JOHNSON, Hollywood radio script writer and Duane Thompson, actress, who is the telephone operator on *Hollywood Hotel*, CBS weekly program sponsored by Campbell Soup Co., from that city, were married March 6.

MEL WILLIAMSON, formerly on the announcing staff of KHJ, Los Angeles, has joined KMPC, Beverly Hills, Cal., as continuity writer-producer.

DALE FRADY has resigned as publicity director of KMTR, Hollywood.

FRANK CUNNINGHAM and Basil Smythe, Los Angeles radio writers and producers, have moved their offices to 6362 Hollywood Blvd., Hollywood.

HAL SIMS has resigned as assistant production manager and chief announcer of KMTR, Hollywood. Lee Hoagland and Howard Dana, announcers, have also left the station.

STUART HAMBLEM, Los Angeles radio producer and entertainer, was seriously injured March 4 in an automobile accident.

W. R. ROWENS, formerly of KRMD, Shreveport, La., and recently of WTCN, Minneapolis, has rejoined the staff of KRMD, as program director and chief announcer. Irvin Welch has resigned from the KRMD announcing staff.

JOHN CORRIGAN has been appointed program director and David Blumberg has recently joined the announcing staff of WCBS, Springfield, Ill.

JOEL WAHLBERG, chief announcer of WGH, Newport News, Va., has been appointed production manager and news editor. Jack Braxton and Wilby Goff, announcers, have been named program director and musical director respectively.

DUNCAN WAGNER, student at Teachers State College, Kearney, Neb., is announcing newscasts on KGFW, that city.

BOB ARMSTRONG, musician of WGAR, Cleveland, was seriously injured March 5 when struck by a hit-run driver.

EDWARD PRIMAS, former New York writer and actor, has been added to the drama staff of KSFO, San Francisco.

JOY STORM, formerly program manager of KQW, San Jose, has resigned from that station to take a position in Hollywood.

J. CLARENCE MYERS, formerly of KJBS, San Francisco, has joined the production staff of KYA, that city. In addition to his production work, Meyers will also handle publicity.

JAMES McCLAIN, formerly of WFAA, Dallas, has joined the announcing staff of WOAI, San Antonio.

DON MELVIN, formerly of WAYX, Waycross, Ga., has joined the announcing staff of WCMI, Ashland, Ky. Lew Stubman has also joined the WCMI staff.

WNOX, Knoxville, announces a number of changes in personnel, Allen Fort and Woodruff Bryne, formerly of WATL, Atlanta, have joined the announcing staff. Larry Trexler has been appointed news commentator and Earl O'Fallon has been named house manager. Lowell Blanchard, former chief announcer, has been named program director. William Huggins has been named secretary to O. L. Smith, commercial manager.

LOYAL (Sheriff) UNDERWOOD, for the last 13 years producer-announcer on KNX, Hollywood, resigned last month to free-lance. He was one of the oldest employes of KNX.

PRODUCTIVITY

• Don't be alarmed—it's the sales we're talking about—not the storks.

To illustrate—

Perfection Biscuit Co. (bread) is now in its 8th consecutive year—two quarter hours a week.

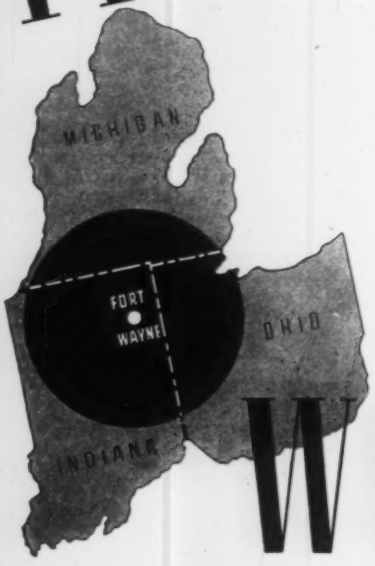
Kamm and Schellinger (beer) have been using WOWO five quarter hours weekly since April, 1933.

Kroger Grocery and Baking Co. on WOWO since 1932.

McKenzie Milling Co. (flour) with WOWO since 1929.

Alka-Seltzer with WOWO since 1932.

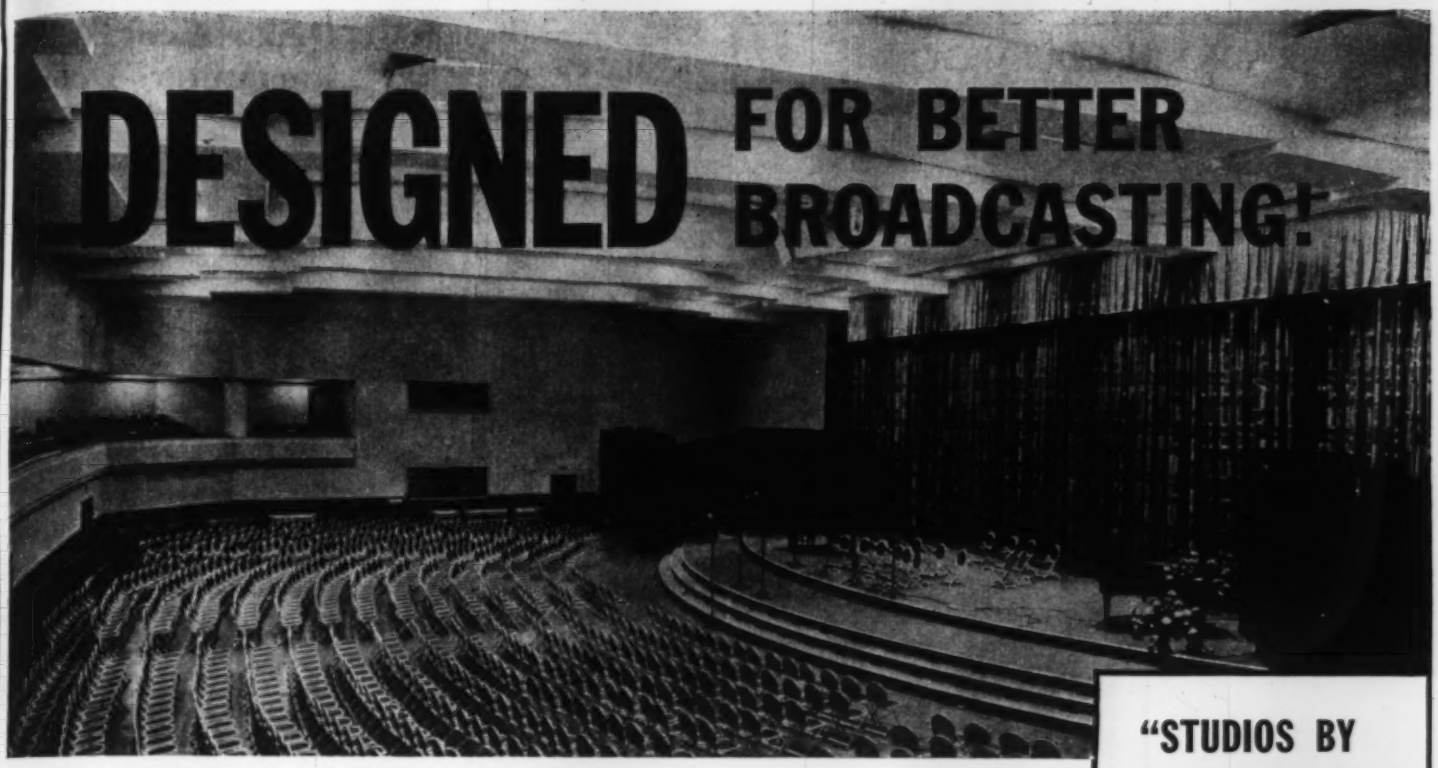
Only five of a long list of steady WOWO advertisers who have experienced WOWO's productivity in sales.



WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc., Fort Wayne, Indiana
10,000 Watts CBS 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY



DESIGNED FOR BETTER BROADCASTING!

Johns-Manville offers a complete acoustical service—extending even as far as basic studio design and location—to safeguard the quality of your broadcasts

THE finest talent, the most modern high-fidelity or wide-range electrical equipment . . . accepted necessities to the success of any program . . . are still at the mercy of acoustical conditions in the studio.

To protect studios against this danger, Johns-Manville provides the most complete and advanced acoustical service available today.

With J-M Engineers, *effective* sound control goes far beyond using the proper J-M Acoustical Materials. These men know that the basic design of the studio itself determines the sound characteristics that go into the "mike." And that the *right* design can eliminate critical microphone placement . . . can make for maximum flexibility in stationing artists in both musical and dramatic productions.

Hence, these J-M Engineers stand ready at all times to co-operate with you and your architect. Not only in selecting and applying the correct sound absorbents and isolating systems, but also in advising you on the choice of the proper station site and on the actual design of your studios.

Aided by such complete acoustical service, existing stations—as well as new ones—are improving and safeguarding the quality of their broadcasts.

Send for New Brochure

Would you like to know how Johns-Manville's leadership in the field can give your studios similar assurance of quality broadcasting? Send for a copy of our new brochure, "STUDIOS BY JOHNS-MANVILLE." Write Johns-Manville, 22 East 40th Street, New York, N. Y.

"STUDIOS BY JOHNS-MANVILLE"

Here is a partial list of stations now using Johns-Manville Sound Control to assure quality broadcasting:

■

KDKA—Pittsburgh, Pa.
KMBC—Kansas City, Mo.
KRLD—Dallas, Texas
KWKH—Shreveport, La.
WABC—New York, N. Y.
WBBM—Chicago, Ill.
WCCO—Minneapolis, Minn.
WDBJ—Roanoke, Virginia
WDRC—Hartford, Conn.
WEAF—New York, N. Y.
WENR—Chicago, Ill.
WGN—Chicago, Ill.
WJSV—Washington, D. C.
WJZ—New York, N. Y.
WKRC—Cincinnati, Ohio
WKY—Oklahoma City, Okla.
WLS—Chicago, Ill.
WMAQ—Chicago, Ill.
WNAX—Yankton, S. D.
WOR—Newark, N. J.
WOW—Omaha, Nebraska
WWJ—Detroit, Mich.

ACTUALLY IT COSTS NO MORE TO USE THE BEST ACOUSTICAL MATERIALS

Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

RADIO IN COURTROOM

Network Gang Busters Program Heard by Jurors, Complicating the McKissick Trial

Mr. Inglis

RADIO entered the courtroom in Denver in the last fortnight when the trial of two alleged members of the Clifford McKissick gang was complicated by the fact that most of the jurors had listened to a dramatization of McKissick's career on the CBS *Gang Busters* program sponsored by Colgate-Palmolive-Peet.

In the Feb. 24 broadcast fictitious names were used for most of the McKissick incidents after lawyers had asked what chance they would have of empaneling a jury to try two women charged with harboring McKissick when he broke jail, after the entire region had heard McKissick's career dramatized over a network. At the trial each of the prospective jurors was asked if he had heard the broadcast the night before. A half-dozen readily admitted they had, and were challenged. Several others were accepted grudgingly by the defense when informed they had exhausted their challenges.

McKissick was to go to trial March 11 and defense attorneys were planning to ask for additional challenges. Appeal to the State Supreme Court was being considered.

Charles Inglis, KLZ newsman, handled the Denver end of the *Gang Busters* episodes for Phillips Lord, producer of the program.

A BILL to prohibit use of auto radios on Idaho highways died in the House Committee when the state legislature adjourned March 6. It had passed the Senate but was opposed by the NAB and RMA.

NBC Plans Broadcast Of Mid-Pacific Eclipse

NBC announcers and engineers will take four tons of equipment with them on their seven thousand mile journey to the Enderbury Island, mid-Pacific, to broadcast a total eclipse of the sun June 8, 2:15 p. m.

The broadcast will be under the direction of the National Geographic Society—U. S. Navy Eclipse Expedition of 1937 which will include representatives from astronomical observatories of universities, as well as members of the National Bureau of Standards. Preparations of NBC were made with the knowledge that should June 8 be a cloudy day in the South Pacific the broadcast must be cancelled.

WESTERN GROCER Co., Marshalltown, Ia., manufacturers and jobbers for Rite-Way Food Stores, will start a six-weekly morning series of news broadcasts on WCCO, Minneapolis. Coolidge Adv. Co., Des Moines, is agency.

Departmental Plan Encounters Delays

Supreme Court Bill Sidetracks Proposal to Absorb FCC

LEGISLATION for reorganization of Federal executive departments, as proposed by President Roosevelt, probably will await action on the Supreme Court plan, in the opinion of congressional leaders. The plan involves absorption of the FCC license and regulatory functions by the Department of Commerce, with the executive personnel to sit as an appellate board (BROADCASTING supplement Jan. 15 and March 1).

That three years may elapse before a reorganization plan is worked out was indicated in testimony before the Joint Congressional Reorganization Committee during the last week by members of the President's Committee on Administrative Management. The joint committee has before it two preliminary drafts of bills that would give the President power not only to establish two new executive departments but also to make shifts and eliminations in bureaus.

The committee is still awaiting the so-called "administration draft" that probably will be offered by Senator Robinson (D-Ark,), Democratic leader. Members of the President's committee, in their testimony, indicated under examination that some three years may be needed to study the detailed plan and work out a reorganization set-up which would meet the approval of Congress.

Little activity has been occasioned on government reorganization since the announcement by the Joint Committee on Reorganization last month of a projected bill which would authorize consolidation of various independent office activities but leave to the President full discretion as to how the changes would be effected through executive order. No provision was made in this pending bill to set up the appellate boards whereas the original plan drafted by the President's Committee on Administrative Management proposed retention of the executive personnel of such agencies as the FCC, ICC and Trade Commission as appellate boards.

Rep. Mapes (R-Mich) on March 4 attacked the reorganization plan as political in complexion. In a speech in the House, he said that placing of such commissions as the ICC, FCC and FTC under a member of the Cabinet would mean political control and "direct and constant contact between the executive and the commissions which would deprive them of the independence which they now enjoy." "Under the plan," he said, "the commissions would be subject to political influence which might prove very powerful when an administration had some political policy or plan it desired to put across." He concluded that the plan was "in direct conflict with the intent of Congress," and would "deprive the commissions of the right to initiate investigations."

LOUISE ROGERS Inc., Larchmont, N. Y. (Angel Skin vitamin cosmetics), has appointed Gotham Adv. Co. as advertising agency. Plans for a sectional spot radio campaign are under consideration, but neither the list of stations nor the starting date have as yet been decided.

WXYZ
DETROIT

PRESENTS

Dale Wimbrow

IN

"WIMBROW PRESENTS"

Five days a week variety show, 8:00 A. M. to 8:45 A. M. An abrupt departure from the usual morning entertainment, because it features a galaxy of live professional talent that definitely appeals not only to women of all ages but to men folks as they prepare for business, as they tune-in their auto radios enroute to office. "Wimbrow Presents" includes all types of music from Neapolitan tangoes to hill billy yodels; piano and organ specialties; harmony team and individual soloists. Dale Wimbrow, the versatile radio star, musician and distinctive master of ceremonies, who produces this variety show, joined WXYZ following sensational commercial successes on Columbia and NBC network shows, and prominent big coverage stations along the Atlantic Seaboard.

WXYZ

WHEN WOMEN LISTEN THEY BUY

In the past 5 years, WXYZ has built a vast audience of women listeners with just such productions as "Wimbrow Presents." Women do listen to Dale Wimbrow. And when women listen . . . THEY BUY! Wimbrow has the knack of entertaining and selling at the same time. This variety show is now ready for sponsorship.

N. B. C. Blue Network DETROIT

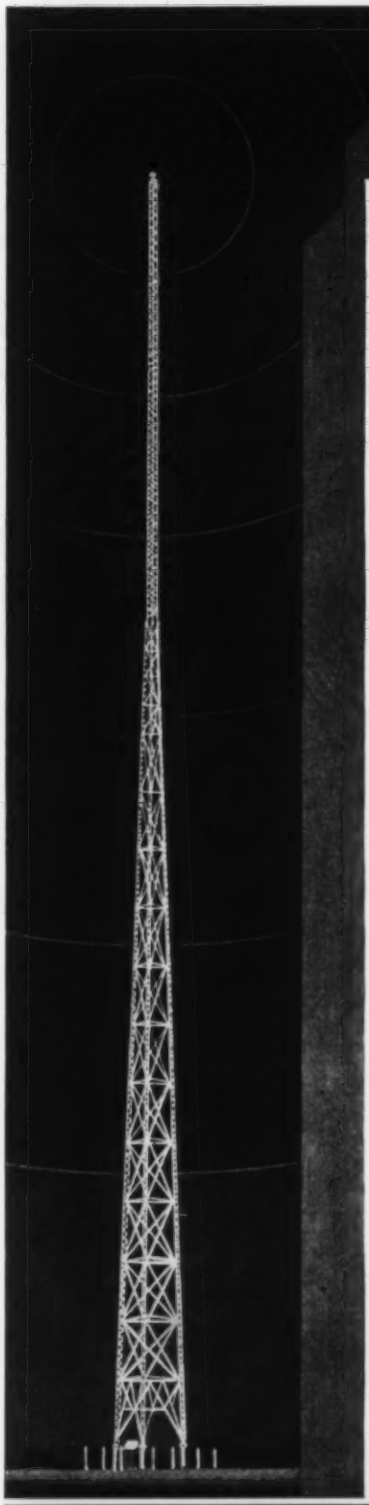
KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office: Russ Building San Francisco, Cal.



KMA

TRUSCON*IZES*

AND GAINS THESE ADVANTAGES

KMA, Shenandoah, Iowa, "investigated before investing" in a new antenna system. Note the following partial list of advantages afforded by TRUSCON VERTICAL RADIATORS:

1. Greatly enlarged primary service area with no increase of power input... **2.** Practically total elimination of night fading... **3.** Advantage of low overturning moment at base due to radical reduction in wind load on structure, in comparison with conventional tower design, permits narrow base structure. This is equivalent in operation to theoretically uniform cross section... **4.** Additional assurance that modern high fidelity transmission equipment will produce greatest potential efficiency because of non-interference features of TRUSCON *Self-Supporting* VERTICAL RADIATORS... **5.** Greatly increased resistance to possible interference from other stations operating with greater assigned power. ... **6.** Increased commercial advantages accruing from better broadcasting and better reception.

IMPORTANT NOTE

TRUSCON VERTICAL RADIATORS are economically designed, self-supporting structures capable of resisting terrific wind pressures of hurricane intensity. They are available in fractions up to five-eighths wave length for the complete range of broadcasting frequencies. For complete details and the cooperation of Truscon engineers... *write*

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

TRUSCON VERTICAL RADIATORS

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

KDKA, Pittsburgh

Hecker Prod. Co., New York, 90 *sp* & 18 *ta*, thru BBDO, N. Y.
Oneida Ltd., Oneida, N. Y. (silverware), 13 *t*, thru BBDO, N. Y.
Ralston Purina Co., St. Louis, 312 *t*, thru Gardiner Adv. Co., St. Louis.
Olson Rug Co., Chicago, 78 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Nehi Inc., Columbus, Ga. (beverage), 13 *t*, thru James A. Greene & Co., Atlanta.
Good Luck Food Co., Rochester (dessert), 26 *sp*, thru Hughes, Wolff & Co., Rochester.
Penn Tobacco Co., Greenwich, Conn., 78 *t* & *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Climax Cleaner Mfg. Co., Cleveland, 13 *sa*, thru Krichbaum Co., Cleveland.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Horse & Mule Assn. of America, Chicago, 13 *sa*, thru Rogers & Smith, Dallas, Texas.
Cleveland Cleaner & Paste Co., Cleveland, 10 *sp*, thru Campbell-Sanford Adv. Co., Cleveland.
Dr. Salsbury's Laboratories, Charles City, Ia., 26 *ta*, 13 *t*, thru N. A. Winter Adv. Agency, Des Moines.
Campbell Cereal Co., Northfield, Minn., 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
E. J. Brach & Sons, Chicago (candy), 26 *sa*, thru Needham, Louis & Brorby Inc., Chicago.

KFRC, San Francisco

Hartz Mountain Products Inc., New York (bird seed), weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Safeway Stores Inc., Oakland, Cal., 36 *sa*, thru J. Walter Thompson Co., San Francisco.
Northwestern Yeast Co., Chicago (Yeast Foam), 3 weekly *t*, thru Hays McFarland & Co., Chicago.
Star Outfitting Co., San Francisco (clothing), 9 *sa*, thru Allied Adv. Agency, Los Angeles.
Acousticon Co., San Francisco, 2 weekly *t*, thru Kelso Norman Agency, San Francisco.
Gruen Watch Co., Cincinnati (watches), 90 *sa*, thru McCann-Erickson Inc., N. Y.

WFIL, Philadelphia

American Seed Co., Lancaster, Pa., 13 *sa*, thru Chas. Blum Adv. Corp., Philadelphia.
Taylor Medicine Co., Tampa, Fla. (Bromo Aspirin), indefinite *sa*, thru Cox & Tanz, Philadelphia.
Dodge Bros. Motor Corp., Detroit, 10 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Italian Swiss Colony, San Francisco (wine), 21 *sa*, thru Harvey Best Co. Inc., Philadelphia.

KBTM, Jonesboro, Ark.

Republic Steel Corp., Cleveland (fence), 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
National Oats Co., E. St. Louis, Ill. (Corno), 3 weekly *sa*, direct.

WKZO, Kalamazoo, Mich.

Artic Ice Cream, Detroit, 6 weekly *sa*, direct.
Mid-State Steel & Wire Co., Crawfordsville, Ind. (fences), 342 *sa*, thru Mace Adv. Co., Peoria.

WSPD, Toledo

Kroger Grocery & Baking Co., Cincinnati, 260 *t*, thru Ralph H. Jones Co., Cincinnati.
Roman Cleanser Mfg. Co., Detroit, 26 *sa*, thru Holmes Inc., Detroit.
California Fruit Growers Exchange, Los Angeles (Sunkist), 10 *sa*, 72 *sa*, thru Lord & Thomas, Los Angeles.
Lake Shore Electric Co., Sandusky, O. (transportation), 10 *sa*, thru Campbell-Sanford Co., Cleveland.
Detroit Creamery Co., Detroit (dairy products), 100 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit, 200 *sa*, thru N. W. Ayer & Son Inc., N. Y.
General Baking Co., New York (Bond bread), 130 *t*, thru BBDO.
Sun Oil Co., Philadelphia (gasoline), 20 *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Standard Oil Co. of Ohio, Cleveland, 34 *sa*, thru McCann-Erickson Inc., Cleveland.
Plough Inc., Memphis (Penetro, etc.), 100 *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Bernard Perfumers Inc., St. Louis (Love Charm), 14 *sa*, thru Hilmer V. Swenson Co., St. Louis.

KGO, San Francisco

Old Homestead Bakeries, San Francisco (bread), weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.
Gas Appliance Society of California, San Francisco (gas appliances), 28 *sa*, thru Jean Scott Frickleton Adv. Agency, San Francisco.
Oneida Community, Ltd., Oneida, N. Y. (Tudor Plate silverware), weekly *t*, thru BBDO, N. Y.

WAAB, Boston

Central Shoe Co., St. Louis (Robin Hood etc.), 26 *ta*, thru Kelly & Stuhlman Inc., St. Louis.
Adam Hat Stores Inc., New York, 1 *sp*, thru Glicksman Adv. Co. Inc., N. Y.

KYA, San Francisco

Southern Pacific Railroad, San Francisco, *sp*, thru Lord & Thomas, San Francisco.

KCMO, Kansas City

E. J. Brach & Sons, Chicago (Zolo candy bars), 52 *sa*, thru Needham, Louis & Brorby Inc., Chicago.
Bunte Bros., Chicago (candy), 7 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Canada Dry Ginger Ale Co., Maywood, Ill., 7 weekly *t*, thru J. M. Mathes Inc., N. Y.
Casco Co., Canton, O. (cold tablets), 51 *t*, direct.
M. L. Clein Co., Atlanta (Mentho-Mulsion), 12 weekly *sa*, direct.
Cooper & Cooper, Brooklyn, N. Y. (razor blades), 14 weekly *sa*, direct.
Curtiss Candy Co., Chicago, 42 weekly *sa*, thru McJunkin Adv. Agency, Chicago.
F. W. Fitch Co., Des Moines, Ia. (proprietary), 13 *t*, thru L. W. Ramsey Co., Davenport, Ia.
Harriet Hubbard Ayer Inc., N. Y. (perfumes), 7 weekly *sa*, direct.
Knapp-Monarch Co., St. Louis (vaporizers), 35 weekly *sa*, 476 *sa*, direct.
Larus & Bro. Co., Richmond, Va. (Domino Cigarettes), 7 weekly *sa*, direct.
McKesson & Robbins Inc., Bridgeport (I-Bath), 365 *t*, 1 weekly *t*, direct.
Premier Pabst Sales Co., Chicago (Blue Ribbon Beer), 75 *t*, direct.
Sendol Co., Kansas City (Sendol), 3 weekly *t*, thru Hogan Adv. Co., Kansas City.
Woodward Candy Co., Council Bluffs, Ia. (Butter Brickle Bar), 14 weekly *sa*, thru Buchanan-Thomas Co., Omaha.

WNAC, Boston

I. J. Fox Furriers, Boston, 12 *ta*, direct.
Lever Brothers Co., Cambridge (Spry), 62 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Albany Carpet Cleaning Co., New York, 78 *sa*, direct.
Gruen Watch Co., Cincinnati, 91 *sa*, thru McCann-Erickson Inc., N. Y.

WGN, Chicago

Oneida Ltd., Oneida, N. Y. (Tudor silver plate), weekly *t*, thru BBDO, N. Y.

New York Post

WBZ-WBZA, Boston-Springfield

Brewer & Co., Worcester, Mass. (Sun Glow Tablets), 13 *sp*, thru Lawrence M. O'Connell Inc., Springfield.
Wright Co., Old Bridge, N. J. (plant food), 13 *ta*, thru H. B. LeQuatte Inc., N. Y.
General Baking Co., New York, 60 *sa*, thru BBDO, N. Y.
Williamson Candy Co., Chicago, Ill., 60 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
United Drug Co., Boston, 5 *ta*, thru Street & Finney Inc., N. Y.
Hamlin Wizard Oil Co., Chicago (Wizaroyal), 16 *sp*, thru Vanderbie & Rubens Inc., Chicago.
Kinox Co., Rutland, Vt. (Calous-Ease), 6 weekly *sa*, thru Hays Advertising Agency, Burlington, Vt.
Daggett Chocolate Co., Cambridge, Mass., 156 *sa*, thru Harry M. Frost Co. Inc., Boston.
Larus Bros. Co., Richmond, Va. (tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.
Armand Co., Des Moines, Ia. (cosmetics), 26 *sa*, thru Coolidge Adv. Co., Des Moines, Iowa.
Doyle Packing Co., Newark, N. J., 26 *sa*, direct.
Mutual Trust & Life Insurance Co., Boston, 26 *t*, thru Atherton & Currier Inc., N. Y.
Milton Bradley Co., Springfield, Mass. (games), 13 *sa*, thru Blackston Co., N. Y.
James Mfg. Co., Chicago (farm engineering service), 76 *sa*, thru Wade Adv. Agency, Chicago.
Sun-Rayed Co., Frankfort, Ind. (tomato juice), 13 *sp*, thru Chambers & Wiswell Inc., Boston.

WMBH, Joplin, Mo.

Blanton Co., St. Louis (Creamo Margarine), 13 *sp*, direct.
Carter Medicine Co., N. Y. (Little liver pills), 5 weekly *ta*, thru Street & Finney Inc., N. Y.
Colgate-Palmolive-Peet Co., N. Y. (Crystal White soap), 80 *sa*, thru Benton & Bowles Inc., N. Y.
Casco Co., Canton, O. (Casco cold tablets), 78 *sa*, direct.
Theo. Hamm Brewing Co., Minneapolis (Hamm's Beer), 624 *sa*, thru McCord Co., Minneapolis.
National Trav-O-Tel Co., Tulsa (tourist cabins), 78 *sa*, direct.
Plough Inc., Memphis (Penetro, St. Joseph aspirin), 7 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Pet Milk Co., St. Louis, 104 *ta*, thru Gardner Adv. Co., St. Louis.
Dodge Bros. Corp., Detroit (used cars), 10 *sa*, thru Ruthrauff & Ryan, N. Y.
Red Top Brewing Co., Cincinnati (beer and ale), 104 *sa*, direct.
Capital City Products Co., Columbus (Dixie margarine), 50 *sa*, thru J. Horace Lytle Co., Columbus.
Tidewater Oil Co., Tulsa, 60 weekly *sa*, direct.
Melville Shoe Corp., N. Y., 260 *sa*, thru Schwimmer & Scott Inc., Chicago.
Independent Grocers Alliance, Chicago, 156 *ta*, thru Charles Daniel Frey Co., Chicago.

KFEQ, St. Joseph, Mo.

National Bellas Hess, Kansas City (mail order house), 6 weekly *sp*, thru Ruthrauff & Ryan Inc., Chicago.
Colgate-Palmolive-Peet Co., New York (Crystal White Soap), 16 *sa*, thru Benton & Bowles, N. Y.
Olson Rug Co., Chicago, 6 weekly *sa*, thru Presba, Fellers & Presba Inc., Chicago.
Iowa Soap Co., Des Moines (Magic Washer Soap Powder), 3 weekly *ta*, thru Briggs & Varley Inc., N. Y.
Trindl Products, Chicago (electric arc welder), 1 *sp*, thru Guenther-Bradford & Co. Inc., Chicago.
Ralston Purina Mills Co., St. Louis (livestock feed), 3 weekly *ta*, thru Gardner Adv. Agency, St. Louis.
Oyster Shell Products Corp., New Rochelle, N. Y., 5 weekly *sa*, thru Husband & Thomas Inc., N. Y.
Burlington Trailways, Chicago (bus lines), 150 *sa*, direct.

RADIO ADVERTISERS

SEVEN UP BOTTLING Co., San Diego (carbonated water), has taken 130 quarter-hour recordings of *Count of Monte Cristo*, series from Earnshaw-Young Inc., Hollywood transcription concern, which are being released over KFSD, San Diego and KXO, El Centro. Same company in St. Louis has also taken the series for release on WIL, that city.

GENERAL BAKING Co., New York (Bond bread), is taking advantage of Indiana's enthusiasm for basketball by sponsoring frequent announcements of scores and a late evening quarter-hour summary of the day's play of the Indiana State Basketball Tournament on WIRE, Indianapolis, on a staggered schedule during the playing of the tournament. BBDO, New York, is agency.

UNION ELECTRIC & POWER Co., St. Louis began a half-hour series *The Land We Live In* on KMOX, that city, March 7, dramatizing local historical events. Jimm Daugherty Inc., St. Louis, services the account.

ROLLS RAZOR Inc., New York, now importing and distributing Rolls razors in the United States, is placing the spot campaign for the product and not Lee & Schiffer Inc., as stated in BROADCASTING March 1, according to Edward H. Schiffer, president of the new firm. Distribution formerly was handled by Lee & Schiffer.

PARAMOUNT PICTURES DISTRIBUTING Corp., New York, has named Hanff-Metzger Inc., New York, as agency.

SAFEWAY STORES Inc., Oakland, Cal., is placing its advertising through Lord & Thomas, Los Angeles.

TRANSCONTINENTAL WESTERN AIR Inc., Kansas City, has named Hanff-Metzger Inc., New York, as agency.

R. B. DAVIS Co., Hoboken, N. J. (food products) is advertising its Cut-Rite waxed paper through Charles Dallas Reach Inc., Newark, with Ruthrauff & Ryan Inc., New York, handling the rest of the account.

HEMPHILL DIESEL SCHOOLS, Long Island City, is advertising through Equity Adv. Agency Inc., New York.

CHARLES MARCHAND Co., New York (golden hair wash) has transferred its account to Burgher, Zealand & Kent, New York.

SIMPLICITY PATTERN Co., New York (dress patterns) is advertising through Franklin Bruck Adv. Agency, New York.

CALIFORNIA REDWOOD Assn., San Francisco (building materials) is advertising through Erwin, Wasey & Co. Inc., San Francisco.

DELRAY Corp., San Francisco (mushroom sauce) has transferred its account to Kelso Norman Organization, San Francisco.

DIPLOMAT PRODUCTS Inc., New York (canned chicken) is placing its advertising through Franklin Bruck Adv. Corp., New York.

CHRISTIAN FEIGENSPAN BREWING Co., Newark, has named E. T. Howard Co. Inc., New York, as agency.

HINZE AMBROSIA Inc., New York (ambrosia preparations) has shifted its advertising to Monroe F. Dreher Inc., New York.

WALTER F. KOKEN & Co., St. Louis (cosmetics) is placing its advertising through Ridgway Co. Inc. of that city.

LAVENA Corp., Chicago (bath powder) has transferred its account to H. W. Kastor & Sons Adv. Co. Inc., Chicago.

POSIES—For George Burns and Gracie Allen celebrating their fifth year on the air. Donald W. Thornburgh, CBS West Coast vice-president (right) and Charles W. (Chuck) Myers, KOIN-KALE manager, at left.

BACHMAN CHOCOLATE MFG. Co., New York, is sponsoring news flashes twice nightly on WFIL, Philadelphia. E. W. Hellwig Co. Inc., New York, is agency.

NEVINS DRUG Co. (chain drug stores) is sponsoring a dramatic series from the Transco library *The Family Doctor* on WFIL, Philadelphia. The account was placed through Phillip Klein Inc., that city.

ILLINOIS BOTTLED GAS Co., Chicago (Dri-Gas), began two-minute live announcements Mondays, Wednesdays and Fridays on *WLS Homemakers Hour* Feb. 15 and will continue through May 7. Wade Adv. Agency, Chicago, has the account.

MURPHY FEED PRODUCTS Co., Burlington, Wis. (poultry feeds), which has been on a quarter-hour on the *Iowa Barn Dance* on Saturday nights has taken an additional quarter-hour and began the new half-hour show on March 6. The series, which will run for 52 weeks, was placed by Wade Adv. Agency, Chicago.

BO-KAY PERFUME Co., New York, has appointed Raymond Levy Organization, N. Y., as agency.

HEALTH PRODUCTS Corp., Newark (Clo-Trate cod liver oil), has named Carter-Thompson Co., Philadelphia, as agency.

IOWA SOAP Co., Burlington, Ia., has placed its account with Briggs & Varley Inc., New York.

FITZPTRICK BROS., Chicago (Kitchen Klenzer and Automatic Soap Flakes), now has four *Meet the Missus* programs on the air. Following the success of the original series on WBBM, Chicago, the sponsor added WHK, WKRC, and WJR. Programs are aired direct from luncheons attended by clubwomen with an announcer asking questions. Both Kitchen Klenzer and Automatic Soap Flakes are promoted over WBBM while commercials are accorded Kitchen Klenzer only on the other three stations. Neisser-Meyerhoff Inc., Chicago, is the agency.

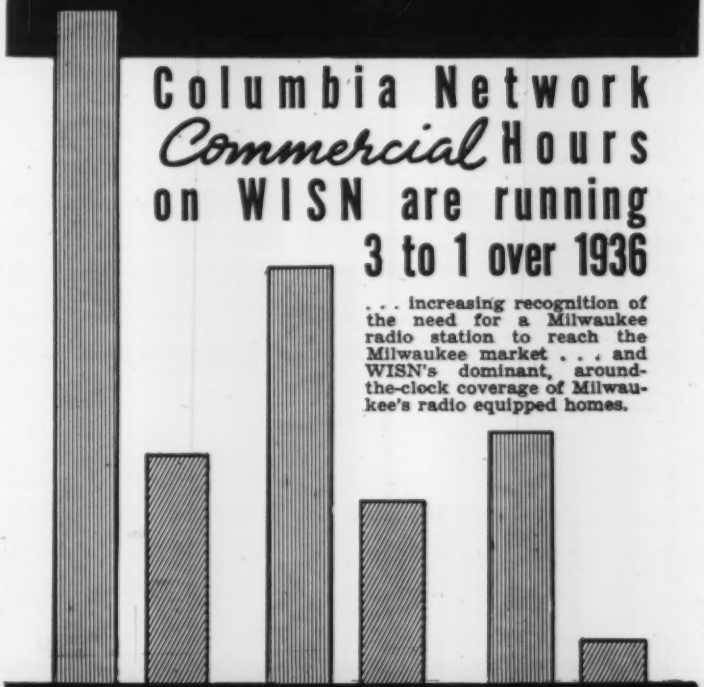
NATIONAL BELLAS HESS, Kansas City (mail order house), recently started a full hour live talent program on WIBW, Topeka. Music, including a quarter-hour of gospel hymns, news and variety talent round out the show which is aired six mornings a week. In addition, a quarter-hour news program featuring fashion news for women and aired from Monday through Friday at 2 p. m. and an amateur program broadcast a half-hour every Sunday was recently begun. The mail-order firm is also on KFEQ, St. Joseph, with *Where Neighbors Meet*, a newspaper-column of the air type of program which is aired six times weekly at 10:15 a. m. Ruthrauff & Ryan Inc., Chicago, is agency.

IN MILWAUKEE, IT'S WISN

Columbia thinks we're Three Times as good

Columbia Network *Commercial* Hours on WISN are running 3 to 1 over 1936

. . . increasing recognition of the need for a Milwaukee radio station to reach the Milwaukee market . . . and WISN's dominant, around-the-clock coverage of Milwaukee's radio equipped homes.



First in Number of Local Advertisers

WISN

Voice of the Wisconsin News

MILWAUKEE

National Representative:

HEARST RADIO

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • SAN FRANCISCO

MONEY FOR YOUR NEWS!!

You Can't Argue With Facts—

And the facts indicate that surprisingly few radio stations know what to do with the news once a press association flashes it into the studio.

So What?

Simply This: The time has passed when you can patch together a number of news stories, give them to an announcer to read and consider you have done a news job. Complaints from listeners and lack of revenue from advertisers attest this fact.

Radio stations are learning that radio news requires TECHNICAL and EXPERT handling — handling that can be learned only from an expensive and tedious experience.

What To Do With The News—

Is where we come into the picture. We can tell you what to do with it. Of more importance, we can tell you what NOT to do with it.

Van Cronkhite Associates Inc.—

Is a pioneer organization of seasoned men and women capable of advising with you on

1. **Proper use of news on the radio;**
2. **How to present radio news in such a manner that your basic news income can be immediately increased.**

We Repeat—

You can't argue with facts. We are radio's *only news counsellors.* We can help the smallest station as well as the largest station. Our plan is inexpensive, based on results. Furthermore, our plan has been tested and found successful in actual local station operation.

There Is No Substitute for Experience

Write for detailed information

•

Van Cronkhite Associates Inc.

360 NORTH MICHIGAN AVENUE, CHICAGO

STATE 6088

Edward A. Nockels Claimed by Death

Marquardt Given WCFL Post; George Isaac Named Rep

Mr. Nockels

EDWARD A. NOCKELS, general manager of WCFL, Chicago, died in Chicago Feb. 27 of a heart attack. Nockels who was 67, founded WCFL in 1926 and had been the head of the station ever since. In addition to being manager of the country's only labor station he had also been secretary of the Chicago Federation of Labor, a post which he had held for the past 31 years.

Mr. Nockels was born in Dubuque, Ia., Sept. 21, 1869. He started his labor career as an electrician and entered the ranks of organized labor in the latter part of the past century. He was active in national labor affairs and for years was the trusted agent in Chicago of the late Samuel Gompers, president of the American Federation of Labor. He was also a friend of William Green, the present A. F. of L. head.

Maynard Marquardt, for the last seven years technical supervisor of WCFL, succeeds Mr. Nockels as general manager. Mr. Marquardt told BROADCASTING that he would continue the fight which Mr. Nockels led to get a 50,000 watt station on the 970 kc. channel for WCFL. Mr. Marquardt also said he planned to put more showmanship into the WCFL programs and would expand the educational broadcasts.

George F. Isaac, formerly of Lord & Thomas, WGN, and John Blair & Co., station representatives, was appointed national representative of WCFL and will supervise national advertising. He will work with J. Ralph Corbett Inc. which firm has offices in Cincinnati, New York and Detroit, with Mr. Isaac making his headquarters in Chicago.

Proposed Shifts

Negotiations involving projected assignment of a full-time clear channel to WCFL, Chicago Federation of Labor station, have been temporarily impeded by the death of Mr. Nockels.

The WCFL project is for full time with 50,000 watts on a clear channel as against its present 5,000 watt assignment on the 970 kc. channel on which it operates simultaneously with KJR, Seattle. Nominally, KJR is the dominant station on the wave but the channel was "broken down", in violation of FCC regulations under the guise of an experimental grant several years ago.

The WCFL proposition was involved in a plan worked out by several part-time clear channel stations under which they applied to the FCC for full-time duplicated operations, in accordance with the Craven-Ring allocation plan (Jan. 15 BROADCASTING supplement). The plan was to shift WCFL from 970 kc. to the 1020 kc. clear channel now used by KYW. Westinghouse station in Philadelphia. KYW, in turn, was to shift to 970 kc. and operate simultaneously with KJR. However, Mr. Nockels had been insistent upon clearing of the 970 kc. clear channel for WCFL through removal of KJR but technical obstacles, it has been contended, would have prevented this. Several other possible solutions were discussed.

Delay Foreseen

There is now pending before the FCC a petition of KVOO, Tulsa; WWVA, Wheeling, and WOWO, Fort Wayne, time-sharing stations on existing clear channels, for full time (BROADCASTING Feb. 1, 15). It is likely these applications will be set for hearing, along with several others in prospect.

With the death of Mr. Nockels, it was indicated, some time may elapse before negotiations are reopened. Former Senator C. C. Dill, of Washington, is counsel for WCFL, and has been participating in the negotiations from the Washington end.

WCFL has been operated under a trusteeship which included Mr. Nockels, John Fitzpatrick, president of the Chicago Federation, and Victor A. Olander, secretary of the Illinois Federation of Labor.

Lads in Street

MAN-in-street broadcasts for school children are sponsored on WFBL, Syracuse, by Dairylea Milk Co. under the title *Dairylea Safety Brigade.* Pupils are interviewed after school closes on equipment installed in a trailer mobile unit. The material is played back for check and placed on the air an hour-and-a-half later, allowing participants to hear themselves and giving time to accumulate a wider audience because of the personal interest.

Perfume, Cosmetic Code Approaches Final Stage

RULES of trade practice for the perfume and cosmetic industry will be taken up at a final hearing March 23 at the Federal Trade Commission offices in Washington, the FTC announced March 5. The rules were advanced by the Toilet Goods Association Inc., New York, following a general meeting of representatives of the cosmetics industry, which is composed of about 1,000 concerns with an i vested capital of $80,000,000, has 25,000 employes and did a $200,000,000 business in 1936.

First discussion of a proposal to develop a trade practice code for the music publishing industry was held early in March, with John G. Paine, chairman of Music Publishers Protective Association, talking over the matter informally with Henry Miller, assistant director of the trade compliance division of the FTC. The FTC has taken no action and has not even considered the question of a hearing, it was stated, the matter being in what was described as a "very preliminary stage".

WHAS, Louisville, has issued an illustrated brochure titled *We Stayed on the Air* which tells of its experiences during the recent floods.

STUDIO AND PROGRAM NOTES

WTAR, Norfolk, Va., has discontinued theme songs in order to conserve program time.

WWSW, Pittsburgh, has started a *Morning News* program five days weekly featuring motoring and safety bulletins announced by Kieran Balfe. Sponsors are R. E. Loughney Inc. and the Liberty Dormont Co. (Plymouth and DeSoto), local auto dealers.

WMBH, Joplin, Mo., is broadcasting *Hollywood Close-ups*, a 5-minute program announced by a local theater manager. A time table of feature showings is broadcast and tickets are given to persons whose names are chosen from the bank night register.

WMT, Cedar Rapids-Waterloo, is broadcasting *Movie Man* six days weekly with Bill Brown announcing the program from the lobby of a local theater. Tickets are given to those whose questions about movie stars are broadcast, as well as to those listeners who name the songs played on the program. Movie tests are made while members of the audience read commercials and act portions of the picture showing at the theater.

WIS, Columbia, S. C., is broadcasting a series of Sunday afternoon trips through homes of famous Americans, such as Mount Vernon and "Hermitage", the home of Andrew Jackson, sponsored by Geo. L. Williams Housing Loan Service. At 1:30 p. m. each Sunday WIS presents a talk on better home construction given by a representative of the Columbia Lumber & Mfg. Co., sponsor.

WKY, Oklahoma City, is broadcasting a series of band rehearsals from Oklahoma City U, with 15,000 band students in 250 high schools listening to the programs as part of their instruction. The program familiarizes band members in the Oklahoma-Texas-New Mexico region with required music to be played at the regional school music festival to be held in May. Programs are not rehearsed in advance.

KGVO, Missoula, Mont., has organized a dramatic club which presents a complete play each Wednesday evening on a program called *The Columbians Present the Play of the Week.*

KGFJ, Los Angeles, broadcast the last two days of the 11th annual Mid-Winter Yacht Regatta, off Los Angeles Harbor, with Joe Parker, special events announcer, handling the microphone. Broadcasts were shortwaved via KAAR, operating on 2790 kilocycles, from El Perrito, 65-foot cruiser owned by Ben S. McGlashen, owner of KGFJ. They were picked up by mobile unit KABG, atop Palos Verdes Hill, San Pedro, Cal., and rebroadcast to KGFJ for release. McGlashen personally assisted in the broadcasts and also captained his yacht in the power cruiser race.

WBZ-WBZA, Boston-Springfield, are operating on a 6 A. M. to 1 A. M. schedule, opening a half-hour earlier due to early morning contracts.

SYLMAR PACKING Corp., Los Angeles (olives), which has never before used any form of advertising media, on Feb. 22 started for 52 weeks a thrice-weekly quarter-hour dramatic serial titled *Cassandra*, on 10 Mutual-Don Lee network stations. As a merchandising tie-in, a recipe book is offered in exchange for one label from the sponsor's California packed olives. Agency is Pacific Market Builders, Los Angeles.

NELLIE REVELL, radio commentator and columnist, has started a series of quarter-hour interviews with leading radio personalities on NBC-Red network, Tuesdays, 5-5:15 p. m.

WGH, Newport News, Va., has started a nightly program called *Parties Around Town* during which listeners phone in, announce their guests, and request musical selections.

NBC has started two series of programs titled *League of South American Women* and *Biographies of Famous Latin American Writers* on W3XAL, shortwave beam station, for South and Central America.

WPTF, Raleigh, N. C., will broadcast the Engineers' Fair which is held annually by the students of North Carolina State College on the campus.

A CREW of plasterers, masons and carpenters are hard at work at WOR's New York studios, preparing the major part of another floor for this station's broadcasting activities.

WTAR, Norfolk, Va., has started a program *Do You Need A Job?* on which five unemployed applicants are interviewed by Bob Coates. Each applicant must furnish two references and so far all of those interviewed have found work.

WHO, Des Moines, is broadcasting a Sunday review of the weeks news highlights. Humorous incidents are dramatized. Continuity is handled by H. R. Gross and Don Thompson. Wolverine Shoe & Tanning Corp. is sponsor.

STUART HAMBLEM and his Lucky Stars, hillbilly orchestra, on Feb. 23 celebrated their 9000th hour broadcast on KEHE, Los Angeles, under continued sponsorship of Star Outfitting Co., that city. For 6½ years Hamblem and his orchestra have been playing 7 nights weekly for the sponsor over KEHE, never missing a program.

WFBL, Syracuse, recently broadcast a discussion of pending Supreme Court legislation. In addition to New York state legislators, U. S. Senator Royal S. Copeland spoke from Washington, WJSV relaying the speech to WFBL by wire.

AUNT SUSAN, home economist of WKY, Oklahoma City made several broadcasts by transcription, while attending the Fort Worth meetings of the Chicago National Livestock Meat Board.

WOR, Newark celebrated the 14th anniversary of its early morning gym classes on March 8, as well as the 12th anniversary of John Gambling, class conductor. The exercises are on the air each morning, except Sunday.

WXYZ, Detroit has started a new morning variety program titled *Wimbrow Presents* featuring Dale Wimbrow, song writer. A highlight of each broadcast is his daily poem, which he writes the night before.

TENTH annual concert of the New England Music Festival Assn., featuring orchestra, chorus and band composed of New England high school students, was carried by Mutual March 13.

WPRO, Providence, has started an early morning program *TNT Review*, (Time, News, and Temperature), weekdays at 6 a. m. The correct time is broadcast every 5 minutes, temperature and weather reports every 15 minutes, and UP news every 30 minutes, with NBC Thesaurus supplying music.

KFOR, Lincoln, Neb., has started a program *Fifty Flying Fingers* on which five typists compete for a $5 prize. They are given unfamiliar copy which they type for three minutes and then read on the air. Royal Typewriter Co. Inc., New York, is sponsor and Hanff-Metzger Inc., New York, is agency.

SPEECHES, IF ANY
British to Sound Wishes of Listener Group

WHAT kind of speeches, if any, do British listeners prefer? The government-owned British Broadcasting Corp. planned to find out at a conference with 100 selected listeners scheduled for March 13 at Broadcasting House in Leeds.

Five questions were to be propounded to the listeners, 50 of whom were selected by the BBC itself and the balance from formal applications filed with it. All listeners are in the Northern Region of the Islands. The questions were: (1) What subjects interest you? (2) Who are your favorite speakers? (3) What form of talk do you prefer? (4) When do you do your listening? (5) What would you do if you were in charge of *BBC Talks* programs?

"It is the corporation's intention wherever possible," said BBC, "to produce programs to satisfy the claims of responsible opinion, and it is hoped that many useful suggestions will come out of this conference."

KFRU, Columbia, Mo., is broadcasting weekly half-hour community programs sponsored by six merchants each in Boonville, Mexico, and Moberly, Mo.

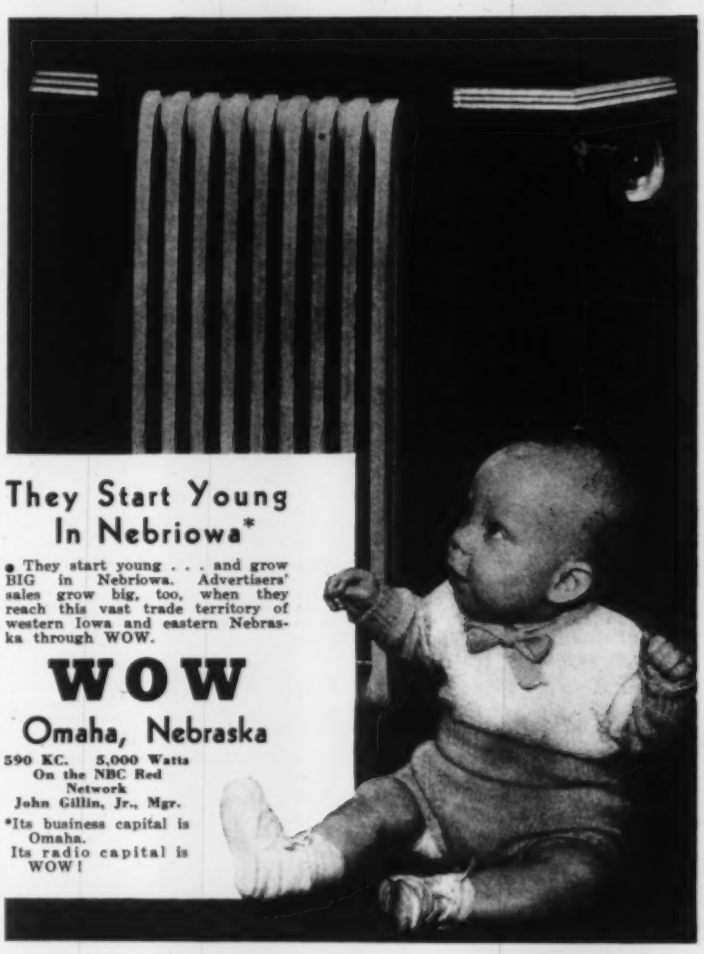
KRMD, Shreveport, La., recently rebroadcast the orders given by an Army flight commander to 21 planes flying over the city during national defense week. An officer in the studio directed portions of the flight by long-wave radio.

KYA, San Francisco, on March 8 invited those desiring to become announcers to enter its *Micro-Tyros* contest program, on which entries are given tests to determine their announcing ability. Auditions consist of reading a commercial spot, ad libbing about a musical selection, and description of a news event flashed on the studio screen. Listeners choose the winners who are presented with gifts and are placed on the list of prospective announcers.

A SERIES of five-minute programs intended to make housewives better acquainted with electric cooking, is being broadcast from the Carefree Kitchen of L. S. Ayres & Co., Indianapolis department store, over WFBM, Indianapolis. The programs, which started March 1 and are scheduled for five mornings a week, are built around a series of real life dramas which prove the practicality of electric cooking and frequently feature cooking hints and recipes by Miss Ann Abbott, home economist in charge of the kitchen.

DESIGNED to promote unity between German-American citizens, WHAM, Rochester, N. Y., has inaugurated *The German Hour*, Monday evenings. The program consists largely of German musical selections and is under the sponsorship of the *Rochester Daily Abendpost*, the Deutcher Rundfunk Klub and WHAM.

CLARENCE E. DAMMON, production director of WBAA, Purdue University station at Lafayette, Ind., is conducting a course in fundamentals of radio broadcasting for the Indiana university extension division at Ft. Wayne. WOWO, Ft. Wayne Westinghouse station, has offered its facilities to the class. The final meeting, scheduled for May 10, will be a broadcast over WOWO developed by the students. First meeting of the class was held March 8.


They Start Young In Nebriowa*
● They start young . . . and grow BIG in Nebriowa. Advertisers' sales grow big, too, when they reach this vast trade territory of western Iowa and eastern Nebraska through WOW.
WOW
Omaha, Nebraska
590 KC. 5,000 Watts
On the NBC Red Network
John Gillin, Jr., Mgr.
*Its business capital is Omaha.
Its radio capital is WOW!

Dr. Stewart Raises Radio-Press Issue

(*Continued from page 22*)

share the field with many others.

Broadcasting directly challenged the newspaper in all three fields. It could deliver news faster (though normally in much less detail) than the newspaper. When the leading press associations refused to serve broadcast stations except upon a highly restrictive basis, independent press associations sprang up to furnish news to the stations. Local and national advertisers found radio a valuable method of putting their wares before the public. By bringing into the home the views of men whose views on public questions varied widely among themselves, broadcasting encouraged its listeners to do more thinking for themselves on those questions. * * *

Editorial views are not always confined to the editorial page—they are sometimes permitted to influence the presentation of news. No one can question that there must be editorial discretion; no one should be expected to believe that such discretion may not, frequently or infrequently, reflect the prejudices of the editor or publisher. * * *

Reading additional newspapers to get additional enlightenment is not practicable for most people. "All I know is what I read in the papers" is more than the slogan of a well-remembered humorist; until recently at least, it was the confession of a national dependence.

Broadcasting has given the listener the means of checking on the newspaper. More important it has given him a means to supplement the information he gets from the paper, to get matter denied him in the process of editorial selection or because of the limited resources of the publisher. This does not mean that he always gets better or more accurate information over the radio. The reverse may often be the case. Editorial discretion is a part of the broadcaster's stock in trade as it is of the publisher. * * * Obviously the newspaper and the broadcast station can not be checked against each other when both are under the same control. To some this solicitude for channels of information independent of each other may seem a counsel of confusion; to me, it is a principal hope of democracy.

ANPA Seeks Limit

As possibly shedding some light on the question of public interest as affected by newspaper control of broadcast stations it may be observed that one of the most direct requests that the Commission limit the freedom of speech of broadcasters was made on behalf of the American Newspaper Publishers' Association. That Association, on June 22, 1936, requested the Commission to fix definite periods as the only times at which news could be broadcast.

Persons familiar with developments in broadcasting are aware of the exceeding rapidity with which broadcast stations are passing into newspaper control. It is not possible to compile a list of newspaper controlled broadcast stations with assurance that it is complete. This is due to the fact that the Commission does not require the disclosure of information leading to ultimate control. Where the application of a station shows that its stock is owned by another company, the name of the owning company does not always give a clue to its real business. Thus one can not state with absolute finality the number of broadcast stations owned or controlled by or affiliated with newspapers or persons interested in publishing newspapers. The number may be somewhat larger than that given below.

Likewise it is not possible to define in a single term all types of relationship between newspapers and broadcast stations. In some cases the company owning a newspaper owns the broadcast station; in some the same holding company owns both; in some each is owned by a separate holding company, in turn owned by the same persons; in some the publisher of the newspaper owns the station as an individual; and there are several other variations of the same general idea. For simplicity of expression I am referring to all such cases collectively as newspaper controlled stations. In the total figures for newspaper controlled stations given below, there are included 29 existing stations and 12 pending applications where the ascertainable newspaper interest is 49% or less or the common relationship is one which may fall short of control.

In an endeavor to obtain complete information as to newspaper control of broadcast stations, I have supplemented the information disclosed by the Commission's records with such outside information as is available. The totals given below include four existing stations where the newspaper interest is not apparent from the Commission's records; in these cases the interest common between the newspaper and the broadcast station may be short of controlling. Within the limitations set out above, the following figures show the situation with respect to newspaper controlled broadcast stations as of Feb. 16, 1937: Existing stations controlled by newspapers, 200; pending applications to transfer existing stations to newspaper control, 8; pending applications for new stations to be newspaper controlled, 103.

To show the rate of growth of newspaper control, it is of interest to note the date since which there has been continuous newspaper control of each of the 200 broadcast stations presently so controlled. There may be slight errors in the assignment of five stations in the following table due to the incompleteness of some of the records. The dates have been divided into three unequal groups, corresponding roughly to the three periods in the regulation of broadcasting:

Dates from which newspaper control has been continuous:

Pre-Fed. Radio Com.		*Fed. Radio Com. (7½ years)*		*FCC (2⅝ years)*	
Year	*Number of Stations*	*Year*	*Number of Stations*	*Year*	*Number of Stations*
1921	1	1927	4	1934 (2nd half)	10
1922	16	1928	6	1935 (1st half)	11
1923	3	1929	9	(2nd half)	15
1924	3	1930	12	1936 (1st half)	23
1925	2	1931	21	(2nd half)	26
1926	5	1932	12	1937 (Jan. 1-Feb. 16)	8
		1933	5		
		1934 (1st half)	8		
Total	30		77		93

It will be observed that comparatively few of the present stations were newspaper controlled during the highly experimental period prior to the creation of the Federal Radio Commission. Newspaper control of most of them dates from the time when broadcasting had definitely demonstrated its value as a news distributing medium and its power to make money as an advertising medium. More than one-half of them have come under newspaper control since January 1, 1934, after the revenues of broadcast stations had stood up so significantly during the depression. The greatest rate of increase has occurred since the establishment of the Federal Communications Commission. I shall not labor the rate of progression at which newspaper control has proceeded in recent months nor attempt to picture the future if that growth continues unabated. In 1936 the Commission approved nearly twice as many newspaper stations as during 1935. In the period Jan. 1-Feb. 16, 1937, eight newspaper controlled stations have been authorized; in the same period of 1936 none were authorized.

On the Bandwagon

There is no reason to believe that the demand for newspaper controlled stations will not continue. Although broadcast stations have come under newspaper control at a constantly accelerating rate, there were pending on Feb. 16, 1937, a total of 111 applications the granting of which would result in other stations coming under newspaper control. The corresponding figure stood at 97 on Oct. 1, 1936, at 87 on Aug. 1, 1936 and at 62 on Feb. 1, 1936. In other words, in spite of the rapidity with which newspaper stations have been authorized, there has been a steady increase in the number of applications yet to be acted upon. Even the open-handed policy thus far pursued has not been able to keep up with the demands of newspapers for broadcast stations.

To those newspaper stations which were among the pioneers in the development of broadcasting, much credit is due. However, the table shows that few of the stations presently controlled by newspapers were among the pioneers. Most of the newspapers now controlling stations merely jumped on the bandwagon.

Of more than passing interest is the following: in the case of only 78 out of the total of 200 newspaper controlled stations does the newspaper interest date from the construction permit or other original authorization. In the other 122 cases the newspaper interest has been projected into an already existing station.

There are 103 cities in which the only broadcast station is newspaper controlled, eight cities with two broadcast stations each in which both stations are newspaper controlled, and two cities with three broadcast stations each in which all three are newspaper controlled. Thus there are 113 cities in which all local broadcast stations are under newspaper control.

Applying the foregoing statements to the present case, it seems to me that the Commission should not create a situation which may result in the control of the only local broadcast station passing to a newspaper. In reaching this conclusion, I consider it immaterial whether the editorial policy and practices of the *El Paso Times* are better or worse than those presently followed by KTSM. The Commission must be concerned with the possibilities inherent in the situation, not with the particular manifestations of editorial discretion.

WBNS
COLUMBUS, OHIO
best for test!
As of March 15th, 1937: — 24 National Spot Advertisers using WBNS, Columbus.
ONLY CENTRAL OHIO CBS OUTLET
Reps. JOHN BLAIR AND CO.

11,454
Retail Stores
Positively Covered by
KFH
Wichita, Kansas

The latest Department of Commerce, Bureau of Census report shows 11,454 retail outlets in the KFH Primary Coverage Area in Kansas (this estimate does not include 15 northern Oklahoma counties included in the KFH Primary Area). These 11,454 retail stores handle a high sales volume every year.

48.2%

Of the total retail sales in the State of Kansas, or $215,984,000 were made in the Kansas counties comprising the Primary Area of Radio Station KFH, in Wichita.

K F H
Wichita, Kansas

Basic Supplementary CBS
National Representative EDWARD PETRY & CO. INC.

AGENCIES AND REPRESENTATIVES

TWO ADDITIONS to the New York sales staff of Edward Petry & Co., radio station representatives, were announced March 3 by Edward Petry. A. J. Young Jr., for the last 18 months on the sales staff of WMCA, New York, has joined the organization, along with "Steve" Mudge, of the Western office of Conde-Nast Publications Inc., who resigned the latter post as of March 15. Mr. Mudge, prior to joining Conde-Nast, had been with *Photoplay* magazine for nearly a decade.

CLYDE A. TIBBS, formerly in the specialty field in Washington, has joined Courtland D. Ferguson Inc., Washington advertising agency, as a radio account executive.

H. B. LEQUATTE, president of the Advertising Club of New York and head of the agency bearing his name, has been named general chairman of the program committee for the 33d annual convention of the Advertising Federation of America.

WILSON - DALTON - ROBERTSON has been appointed national sales representative of WKZO, Kalamazoo, Mich.

WILLIAM H. RANKIN, president of the New York agency bearing his name, was interviewed over WQAM, Miami, last month on the subject of radio. He claims the distinction of having placed the first commercial account on the air in 1922.

ROLAND TRENCHARD, former manager of WHOM, Jersey City, has joined the A. W. Lewin Co., general advertising agency, Newark.

L. WARD WHEELOCK, vice-president, F. Wallis Armstrong Co., Philadelphia, accompanied by H. F. Jones, advertising manager of Campbell Soup Co., Camden, spent a week in Hollywood.

ROBERT GREEN, formerly program director of KOMA, Oklahoma City, and recently on the staff of WOR, Newark, has joined Harold Halsell, Oklahoma City advertising agency. Mr. Green has also been with Ruthrauff & Ryan, New York.

CRAIG & HOLLINGBERY Inc., station representatives, announce the addition to their list of WIOD, Miami, WBIG, Greensboro, WREN, Kansas City and WEAU, Eau Clair, Wis. WIOD and WREN were represented previously by the organization in the Chicago area but are now also represented in New York.

KELLY & STUHLMAN Inc., St. Louis advertising agency, has changed its name to Kelly, Stuhlman & Zahrndt, Inc. Walter W. Zahrndt, new member, has been with the organization almost since its inception in January, 1935, and continues as vice-president and treasurer. Virgil A. Kelly, who joined the contact and creative staff in 1935, has been elected vice-president and director.

ROBERT ALEXANDER, formerly with Frederic Beck, Los Angeles agency, has joined Pacific Market Builders, that city, as production manager. Helen Murray has also joined the agency as assistant copy writer.

VOLNEY T. JAMES, head of Volney T. James Adv. Agency, Los Angeles, is announcer on the six-weekly half-hour *Jimmy & His Saddle Pals*, hillbilly series sponsored on KRKD, that city, by Rulo Corp. of America (national distributors of Rulo automatic injectors), Los Angeles.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Fenton Joins Blair

Mr. Fenton

FRANK FENTON, for three years with WBNS, Columbus, as national sales director, and before that with Haydn R. Evans Co., Cincinnati radio agency, on March 15 joins the New York office of John Blair & Company, national representatives. At WBNS he started in the local sales department, was advanced to local sales manager and later received the national sales post.

B. C. HERRICK, formerly radio director of Schwimmer & Scott, Chicago, and previously in the radio and new business departments of Key Adv. Co., Cincinnati, has been appointed radio director of the Chicago office of N. W. Ayer & Son Inc., succeeding Ed Bowers, who resigned in February to head the Chicago office of Paul H. Raymer Co., radio station representative organization.

WBHP, Huntsville, Ala., has named J. J. Devine & Associates Inc. as exclusive national representatives, according to an announcement March 5 by W. H. Pollard, general manager.

FRED PLUGFELDER, N. W. Ayer & Son Inc., New York radio account executive, arrived in Hollywood March 5 for a three-week business trip.

RALPH ROSSITER has discontinued the agency operating under his name and has joined Kelly, Nason & Winsten Inc., New York, as vice-president.

CARTER - THOMPSON Co., Philadelphia, has moved to 1420 Walnut St.

FERTIG, LAWRENCE & Co., New York, has changed its address to 149 Madison Ave.

WILLIAM R. STUHLER, radio director, Young & Rubicam Inc., New York, arrived in Hollywood March 6 for several weeks.

MYRON KIRK, vice-president in charge of radio, Ruthrauff & Ryan Inc., New York, after several months in Hollywood where he supervised the launching of several network programs, will return east this month.

A SINGING mouse appeared on the WWVA, Wheeling, W. Va., jamboree show March 6. The mouse was caught and trained by Paul Bates, Quaker City, O., WWVA listener, the station says.

Facts . . .

14 Counties
137,598 Homes
123,700 Radio Homes
113,309 Homes Listening To
WROK
ROCKFORD, ILL.
1410 K. C. 500-1,000 WATTS

Electrical Union Plans To Organize Announcers

DEFINITE steps to form announcers' locals within the International Brotherhood of Electrical Workers have been taken according to information obtained at the Washington headquarters of IBEW, affiliated with the American Federation of Labor.

Main activity is in the West Coast and Great Lakes regions although organizers are busy in other parts of the country, it was indicated. Announcers, construed by IBEW to include continuity writers and producers, would have their own locals, separate from the locals of organized technicians. Both network and station announcers are included in the IBEW plans.

Main difficulty in organizing announcers, it was stated, is due to the fact that the number in any one city is not large and they are scattered all over the country. Meetings are understood to have been held in a number of regions and plans are under way to apply for charters, it was added.

Wonders Takes Post

RALPH WONDERS, formerly head of the CBS Artists Bureau in New York, has been appointed director of radio activities for Rockwell-O'Keefe Inc., national talent booking agency. Wonders will divide his time between New York and Hollywood offices of the agency.

Wertheim Agency

EDWARD L. WERTHEIM, for the last 12 years associated with the Sterling Adv. Agency, New York, and prior to that educational director of that city's West Side Y.M.C.A., has opened a new advertising agency under his own name, with offices at 151 W. 40th St., New York. Mr. Wertheim has specialized in institutional promotion and is in charge of the Emergency Peace Campaign, under whose auspices Mrs. Franklin D. Roosevelt, Admiral Richard E. Byrd, and other notable speakers will broadcast over a nationwide NBC network early in April.

CHEERIO, NBC morning feature, observed its tenth anniversary March 13 with a full hour broadcast.

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

WKZO
KALAMAZOO
MARKET
PERFECT TEST
THE NATIONS
MRN
1000 WATTS 590 KILO
Lake Michigan
MUSKEGON
GRAND RAPIDS
LANSING
HOLLAND
SOUTH HAVEN
BATTLE CREEK
BENTON HARBOR
JACKSON
ST. JOSEPH
THREE RIVERS
STURGIS
WKZO is 100% owned and operated by John E. Fetzer.
All inquiries should be addressed to our National Representative or our offices in Kalamazoo.
JOHN E. FETZER • PRESIDENT & GENERAL MANAGER
Representatives • Small and Brower Inc.

Davis & Thompson

FORMATION of Davis & Thompson Inc., specializing in newspaper and broadcast station financing, with headquarters in Cleveland, was announced March 5 by Chester A. Thompson, one of the partners. His associate is M. Smith Davis, identified with financing of newspaper properties for eight years. Mr. Thompson was active in construction business in Cleveland. The organization, according to the announcement, will devote its entire time to this activity on the theory that changes must take place in the ownership and financial structure of newspaper and broadcasting properties as is the case in other businesses. Headquarters are at 1647 Union Trust Bldg., Cleveland.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

●

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

California Bank Groups Start Promotion Series

SPONSORED by the Public Educational Committee of the California Bankers Association and the American Institute of Banking, a series of broadcasts Thursdays, 7-7:15 p. m., on KQW, San Jose-San Francisco, presents educational talks on banking and emanates from the San Francisco studios of KQW. First speaker, Russell G. Smith, vice-president and cashier of the Bank of America, and his subject, "The History of Banking", served as an introduction to the series of speakers and subjects, which include:

"What is Money?", by Laurence H. Tharp, trust officer, Anglo California National Bank; "Banks and Their Function", by William A. Marcus, vice-president, American Trust Co.; "The Federal Reserve System", by William M. Hale, vice-president, Federal Reserve Bank, San Francisco; "The Federal Deposit Insurance Corporation", by William P. Funsten, supervising examiner, Federal Deposit Insurance Corp., 12 District; "What Banks Require of Their Staff Members", by Frank M. Dana, assistant personnel director, Bank of America.

WCKY Increases

GRANTED an increase in power from 5,000 to 10,000 watts by the FCC Broadcast Division March 2, WCKY, Cincinnati, now is installing a new RCA transmitter which it hopes to have in operation within a month. The station operates full time on 1490 kc. It also has built a new transmitter house and installed other new equipment.

TWICE *the* USUAL RESULTS

THE TWIN STATIONS, WIS - WPTF, just naturally bespeak double results. Their favorable low frequencies of 560 and 680 kilocycles help do the trick. Buy the Carolina Combination of these two 5000 watt N. B. C. Stations at one low rate and get double results.

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS
NBC

WPTF
RALEIGH, N. C.
5000 WATTS
NBC

Represented by Free & Peters, Inc.

A STOREHOUSE OF PROGRAMS

Library Services Said to Offer Prolific Source Of Programs for All Types of Stations

By GERALD KING
President, Standard Radio Inc.

ACCUSE ME of sharpening my own axe if you want but I still insist that the library services offered to radio stations by a half-dozen producers are not only more than paying their way in radio but are fast becoming indispensable to the business of broadcasting.

When Percy Deutsch of World Broadcasting System thought of the library idea in 1933 he actually made money for several hundred radio stations who since have subscribed to that service, that of my company which followed his lead, and the others that have come after. I say this because the library idea is fundamentally a sound plan for solving a problem which three years ago was beginning to rear its head and which today has become an issue with almost every station.

The problem, of course, was and is "What to do with those many hours of time not filled in by network, live talent or news without resorting to the common phonograph record, and secondly, how can I give the local sponsor an inexpensive program of a caliber likely to attract a good audience?"

The Use of Records

Transcriptions are the answer to both these questions. But until the library idea came along there weren't enough good transcriptions of a musical nature to fill even a small part of the demand. And the cost, for many stations, was entirely too high. So many continued with phonograph records.

Now I have no quarrel with phonograph records as such. During the 11 years I spent in the broadcasting end of the business I used hundreds of hours of phonograph records. I had to because my station was not on a network and only those who have filled a 16-hour schedule 365 days each year with their own efforts can appreciate what a task this is.

But I was never satisfied with phonograph records. For one thing, every station used the same talent. There was nothing even bordering on exclusive. Secondly, the surface noise of a shellac phonograph record was too high for broadcasting. Third, programs made up of records fell into a monotonous cadence due to the fact that all 10-inch records are made to run between 3 and 3¼ minutes in length and all 12-inch records around 4½ minutes.

Aside from that I had two more objections to records on radio. One was a lack of the kind of talent needed for many radio programs. Plenty of symphony music of the finest sort and plenty of dance tunes but no novelties, very little concert music, too few vocal groups and solos.

The other was the method of recording for phonograph use. This is a hard-to-define thing called "presence". In making a phonograph record it is necessary that the pickup be such that each solo instrument, when used, is as prominent as the band as a whole. It calls for fairly close grouping around the microphone and for the use of a studio more on the "dead" than "live" side. A phonograph record, remember, is made to be played on a relatively inefficient instrument in the home and must be capable of being played on old type mechanical reproducers and portable machines.

Radio on the other hand has been striving for a different setup for musical groups; an attempt to get a pleasing blend of the music as a whole rather than to point up any single instrument or group of instruments. Radio has spent and is spending thousands of dollars on new studios each year based on this primary difference.

Developing Programs

All these things sold me on the idea that phonograph records could never do a job on radio for which they were not intended. This was long before the record manufacturers began to discourage the use of their records on the air and before the artists banned together trying to force their recordings off the air.

With the library service as it is today stations can develop their own programs for local sponsors which have a radio feel and touch, if such terms may be applied to anything so appealing only to the ear. Programs with variety, interesting because of a different technique employed in their making, programs which will hold their own against competitive programs, programs which have the kind of talent ordinarily heard over the air, programs which fit smoothly into the complicated setup of a day's broadcasting. Further than that, they are doing this at a cost which is ridiculously low.

With quality of recording increasing all the time and with an entirely different attitude on the part of the listening public toward transcriptions, the time undoubtedly is coming when even the FCC, which so far has almost done a back bend trying to identify transcriptions as such on the air, will recognize the fundamental fact that talent broadcast via transcriptions is little different from talent broadcast over a telephone wire, and make it possible for a freer and wider use of this good servant of broadcasting.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast a Stamp Collector's Program!

TRANSCRIPTIONS

NEW subscribers to *NBC Thesaurus* include: WEEU, Reading, WHBU, Anderson, Ind., WCOA, Pensacola, WPAY, Portsmouth, O., WKBV, Richmond, Ind., and WMFD, Wilmington, N. C.

CANADIAN representation for Earnshaw Radio Productions, Hollywood transcription firm, has been given to All-Canada Radio Facilities Ltd., which is also known as the All-Canada Broadcasting System. Head offices are at 171 McDermot Ave., Winnipeg, and Dawson Richardson is president. Branch offices are maintained in Montreal, Toronto, Regina and Vancouver.

HELEN SALLANDER has joined Radio Transcription Co. of America, Hollywood transcription producers, as an assistant in the station relations department. Jack Wilson, son of John Wilson, secretary of the firm, early in March joined the concern as a production assistant.

D'ARCY LABORATORIES, Chicago, is moving to new and larger quarters at 421 S. Wabash Ave. E. W. D'Arcy, president of the firm, says that he expects to be completely set up in his new location by April 1.

L. E. CLARK resigned, effective March 15, as recording operations supervisor of RCA Mfg. Co., Los Angeles, to become affiliated with the Dunning Process Co. Inc., Hollywood motion picture laboratory, as associate in charge of research and engineering.

AMOS T. BARON, for the past year on the sales staff of MacGregor & Sollie Inc., Hollywood transcription producers, has been appointed sales manager succeeding Bert A. Phillips who resigned March 1 to direct broadcasts of the Los Angeles Junior Chamber of Commerce. Phillips was associated with MacGregor & Sollie Inc. for the past year. Prior to that he was sales manager of KFRC in San Francisco.

STANDARD RADIO Inc., Hollywood, has added 28 sides of new sound effects to its catalog.

R. U. McINTOSH & Associates, Los Angeles transcription and program concern, on March 1 started to produce 130 quarter-hour episodes of *The Plainsman* at Associated Cinema Studios, Hollywood transcription producers. Allan Wilson wrote the script.

TEMPO RADIO PRODUCTIONS, Los Angeles program builders, on March 1 started to produce *Twenty Years Ago Today* with Associated Cinema Studios, Hollywood recording concern, doing the transcribing. Van C. Newkirk, executive of Tempo, who also heads the Van C. Newkirk Co., Los Angeles advertising agency, is directing the production.

JACK KAPP, president of Decca Records Inc., after six weeks in Hollywood supervising the making of a series of recordings has returned to his New York headquarters, having left the West Coast March 6.

CHARLES MICHELSON, New York, eastern representative of Earnshaw Radio Productions, Hollywood, has placed the *Chandu the Magician* discs on WGY, Schenectady for United Baking Co., and WWSW, Pittsburgh, and *Radio Short Stories* on WGY, Schenectady. Gooch Bakeries, Lincoln, Neb., will carry the *Chandu* series on KFAB.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

James L. Hughes

JAMES L. HUGHES, 38, general manager of WHBF, Rock Island, died March 9 after a 15-month illness. The direct cause was a lung ailment. Mr. Hughes was managing editor of the *Rock Island Argus* when the newspaper took over control of WHBF in 1932 and he assumed the post of general manager at that time. He had been a member of the *Argus* and WHBF staffs continuously since 1919, serving the newspaper as sports editor, telegraph editor and news editor before being named managing editor. The qualities he showed in newspaper work led to his selection by John W. Potter, publisher of the *Argus*, as executive of the station.

Five-Year License Plan Gets Support in House

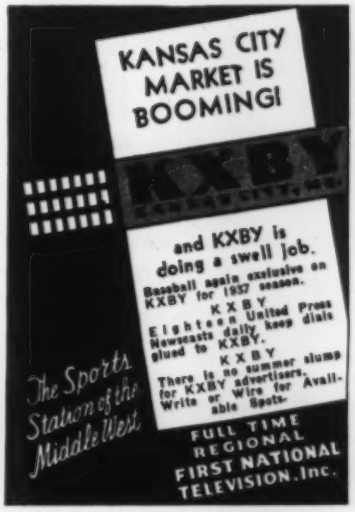
STRONG support for his bill (HR-5038), prescribing five-year licenses for broadcasting stations, has developed in the House, Rep. C. Arthur Anderson (D-Mo.) declared March 10. Numerous members of the House, he said, already have contacted him indicating their support. In addition he asserted that a gratifying response has developed from broadcasting stations throughout the country in support of the measure.

Mr. Anderson said there had been no opposition expressed to his measure which would make the five-year license mandatory as against the three-year provision now in the law. However, the FCC issues broadcast licenses for only six months on the ground that it desires to keep the broadcast structure fluid.

Congressman Anderson indicated he would confer with Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, charged with radio legislation, on the advisability of holding hearings on the measure. He said he was hopeful of having the measure reported favorably by the Committee within a reasonable time and that he would champion it on the floor.

Glassware Tests

CATARACT SHARPE MFG. Co., New York (crystal glassware), is sponsoring a test series of daily half-minute transcribed announcements broadcast Monday through Friday on WMCA, New York, placed through BBDO, N. Y.


KANSAS CITY MARKET IS BOOMING!
KXBY
and KXBY is doing a swell job.
Baseball again exclusive on KXBY for 1937 season.
K X B Y
Eighteen United Press Newscasts daily keep dials glued to KXBY.
K X B Y
There is no summer slump for KXBY advertisers. Write or Wire for Available Spots.
The Sports Station of the Middle West
FULL TIME REGIONAL
FIRST NATIONAL TELEVISION, Inc.

JENNINGS TO WSAI; SERVICE EXPANDED

Mr. Jennings

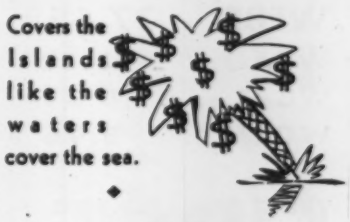
WITH Robert G. Jennings named as assistant manager of WSAI, in charge of sales and programs, announcement was made March 3 by William S. Hedges, vice-president and general manager of WLW and WSAI, Cincinnati, that the latter station hereafter would operate under new policies. Hereafter more or less an auxiliary of WLW, the station will have an executive and production staff of its own, engage in wider coverage of civic affairs and will accept announcements and time signals.

Mr. Jennings is in charge of sales and programs of WSAI, and already is setting up a staff designed to make the station independent of its sister outlet. He had been sales manager of the station. Heretofore, the two Crosley stations operated with the same executive and production staffs.

WSAI is an NBC optional Red outlet and also carries Mutual programs. Under its new policy, the station will install lines in the City Hall, Union Terminal and other key spots, and initiate a program titled *Know Your City* from large industrial and manufacturing plants where nationally known products are made. On March 4 an anniversary program, commemorating its first year at its new location, was fed to Mutual.

Pontiac Gets Response

A ONE-WEEK test of listener attention to the program of the Pontiac Motor Co., Kathryn Cravens' *News Through a Woman's Eyes* on CBS has brought over 225,000 requests to the sponsor. The test consisted of an offer of a polishing cloth, free to all listeners requesting it. The offer was made over Miss Cravens' three programs broadcast on Monday, Wednesday and Friday during the week of Feb. 21. There were no stipulations attached to the offer, except that the letter of request for the polishing cloth be postmarked during the one test week.



KHBC
HILO, HAWAII

KGMB
HONOLULU HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 915 MADISON AVE. CHICAGO, 180 N. LaSALLE ST

FACTS!

A National Advertiser placed a participation spot on WBAL for a product that had a scattering of representation in Baltimore and Maryland.

The commercial was woven into the script of Mary Landis' "Women's Hour of the Air."

FIRST WEEK: the product's sale had increased over 100%.

SECOND WEEK: *more than* 75% of all grocery and drug stores in Baltimore and Maryland stocked the product.

WBAL
Maryland's Only Clear Channel High Power Station
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

WFBR IS FIRST in POPULARITY

According to Ross Federal Survey Nov. 29th to Dec. 5th, 1936

WFBR . 37.65%
WCAO . . 28.32%
WBAL . . 18.39%
WCBM . . 5.96%

FIRST in SHOWMANSHIP

According to
VARIETY RATING
"Variety", Feb. 10, 1937

FIRST in ADVERTISING

FIRST among the three Baltimore major network stations in local and national advertising exclusive of network programs. Also **FIRST** in network commercial programs. According to survey made Feb. 7 to 13, 1937 by a representative of a nationally known research corporation.*

(*name on request)

. . . AN BALTIMORE SURVEYS PROVE IT'S WFBR

Seen and Heard

GIVING an idea of what television publicity will be like, British Broadcasting Corp. announced in a press release that Flora Robson, actress, "will be seen and heard" in an interview televised from Alexandra Palace along with a short pre-view of the film *Fire Over England.*

New York Lawyers See RCA's New Television

THE FIRST glimpse of RCA's 441-line television granted to anyone outside of the laboratory staff was given to more than 30 members of the Communications Committee of the New York County Lawyers' Association on the evening of March 5, when the committee were guests of their chairman, A. L. Ashby, vice-president and general counsel of NBC and a director of the NYCLA.

Following a dinner the guests assembled in the NBC Board Room on the sixth floor of the building, where they were addressed via television by Col. Manton Davis, vice-president and general counsel of RCA, speaking from the television studios on the third floor. Millinery models, Jean Sablon, French star; Jean O'Neil, blues singer; and a newsreel were included in the demonstration, which was introduced with a brief explanation by O. B. Hanson, engineering chief of the network.

Survey Started by Weed On Television Progress

A COMPREHENSIVE survey of television developments is being undertaken by Weed & Co., station representatives, New York and Chicago. The purpose of the survey is to obtain a complete knowledge of television during its pioneer stages so that the wild rush for information when visual commercial programs are broadcast may be eliminated. Impressive demonstrations by leading American laboratories indicate, according to Joseph J. Weed, head of the firm, that practical television is nearer than broadcasting experts have been willing to admit. It is essential, he says, "for non-participants as well as participants, to be informed so that the trade advantages of commercial broadcasting can be adequately weighed against those of commercial television; it is important to have thorough knowledge of a competitive field."

Hotel's Television

WIRING for television is being considered in an improvement program for the William Penn Hotel, Pittsburgh. If plans are carried through, it will be the world's second hotel wired for television. The Waldorf-Astoria in New York was equipped in this manner when constructed a few years ago. The William Penn's modernization program will include installation of built-in radios in every room, according to Manager Gerald O'Neill.

KWNO is assigned as call letters of a new daytime station at Winona, Minn., for which Winona Radio Service has a CP for 1200 kc 100 watts.

Sons of the Soil

(*Continued from page 13*)

a "continuation of the upward trend of 1935 and 1936". NBC gives the farm cash income for 1936 as $7,850,000,000—the highest total in six years, or 93% of the 1930 figure and nearly double the 1932 volume. October, 1936, dollar volume of general merchandise sales was actually 27% better than the 1929-1931 level, also according to Department of Commerce figures.

Further light on the economic side of the rural scene — from the angle of the rapid increase in rural electrification—can be found in figures published by McGraw-Hill. During 1936, 6,288,648 farm homes bought 790,000 battery set units, although 14% of these homes, or 897,873, are wired today. Also, 250,000 wind-driven charger units and 25,000 gas-driven charger units (retail value of $7,000,000) were bought by rural homes last year.

Admitting that the percentage of radio-equipped homes among the wired rural homes is not known accurately, just what do these figures mean? This much, at least: That last year 1,065,000 unwired rural homes bought battery, wind-driven charger or gas-driven charger units. This total—either new or replacement units — represents approximately 17% of the homes classified as rural by the Census of Agriculture.

It would seem to follow that as the economic cycle swings upwards on the farm, men, women and children want to be able to get their favorite radio personalities and programs. One evidence of this is contained in the foregoing statistics.

A second index (which will affect radio listening and penetration of radio's influence): During 1936, the Rural Electrification Administration lent or earmarked $42,903,079 for over 38,000 miles of power lines to serve about 140,000 new customers. *Electrical World* states that by the end of 1937 it may well be that 33% of the farms will be receiving electrical service. Conservative estimates of 1937 expenditures in rural and farm field electrification furnished by this publication are: Private utilities, $30,000,000 to add 30,000 miles of line; municipal utilities, $1,700,000 to add 1,700 miles of line; REA, $3,000,000 to add 9,000 miles of line.

The estimate of total expenditure for 1937 is $34,700,000 to add 40,000 miles of line to serve approximately 160,000 additional rural and farm customers.

The new miles of lines which have been strung during 1936 and which are to be erected during this year will add approximately 300,000 new wired rural homes to the existing 900,000 wired rural homes. Thus, in two years' time, an expanded market of farm families will provide users of broadcast advertising with new opportunities which they should develop intensively.

FIRST IN Showmanship

VARIETY, the recognized national authority, in awarding KTAT first place in Radio Showmanship in the Fort Worth area for the third consecutive year said:

"KTAT, as in the previous year, gets the experts' high sign. Station has gone in for a load of sports and jauntily beckons to the masses. Quite active."

If you are looking for *complete* coverage of the Fort Worth market, you'll never be able to duplicate KTAT showmanship in merchandising to a potential audience of more than one million at anything near the cost.

TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
RAYMOND E. BUCK, *President*
SAM H. BENNETT, *Gen. Mgr.*

1000-WATT FULL TIME
KTAT

National Representatives:
FREE & PETERS, Inc.
New York Detroit Chicago
San Francisco Los Angeles

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS

FISHER EXPANDING DESIGNING CONTEST

FISHER BODY Corp., Detroit (automobile bodies), is using a special series of four broadcasts on a coast-to-coast CBS network to acquaint young craftsmen and designers with the details of its 1937 competition of the Fisher Body Craftsman's Guild. The contest, which has been an annual event for six years, is open to boys between the ages of 12 and 19 and offers university scholarships to those most successfully constructing miniature Napoleonic coaches according to plans supplied to contestants by the sponsors.

This year, for the first time, the competition has been enlarged to include models of modern automobiles of original design, offering opportunities to aspiring designers as well as to youthful craftsmen. The model cars may be carved or molded with the awards being made on the basis of the design, whereas the coaches are judged solely on the quality of the workmanship on the body, upholstery and metal parts.

To date 49 youths have won scholarships sufficient to see them through four years in college. This year the prizes total $80,000, divided into four scholarships of $5,000 each, 882 cash awards ranging from $25 to $100 for state and regional winners, and 36 trips to the 1937 convention of the Guild. The convention banquet with the awarding of the grand prizes has been broadcast each year, but this is the first time that radio has been used to announce the competition.

The opening broadcast featured W. A. Fisher, president of the Guild and vice-president of General Motors Corp., who announced the terms of the 1937 competition; Franklin Atwater, who won one of the 1934 scholarships and who is now a student at the Massachusetts Institute of Technology; and Capt. Eddie Rickenbacker, wartime ace. Ted Husing, sports announcer, was featured on the second broadcast and other notables will appear on the third and fourth programs. The series is announced by Jean Paul King, newsreel and radio commentator, who may be featured in a transcribed series now being planned for sponsorship by Fisher Bodies. The series is handled by Arthur Kudner Inc., New York, agency for Fisher.

Special Coffee Series

GENERAL FOODS Corp., New York (Maxwell House coffee), is using announcements on four stations in greater New York in a four-week campaign directed at the Jewish market. In the announcements, which are broadcast in English following Jewish programs, the sponsor offers a copy of The Hagadah, Passover Seder Service, printed in both English and Hebrew, in exchange for two strips from Maxwell House tins. Announcements are made five times a week on WEVD, New York, and once weekly on WMCA and WFAB, New York, and on WBBC, Brooklyn, through Advertisers Broadcasting Co. Inc., N. Y.

THE State Liquor Authority of New York plans to use an electrically transcribed series of programs throughout the state to promote temperance.

KOY ENTERTAINS
Service Clubs of Phoenix
Guests in Studios

FOUR service clubs of Phoenix, Ariz., held their regular meetings in the studios of KOY, during the week of March 8. The clubs were entertained at luncheon by Burridge D. Butler, owner of KOY and WLS, Chicago, and programs were broadcast.

The clubs were Kiwanis, Exchange, Lions, and Rotary. Mr. Butler's housewarming was in the manner of a preview to the official opening program of KOY, which was broadcast March 14. The governor of Arizona extended greetings and a half-hour program was aired on CBS. New studios, offices, transmitter and antenna have been installed.

May Shift Concert

GENERAL MOTORS Corp., Detroit (automobiles), is reliably reported to be moving its Sunday evening concert series, currently broadcast on 69 NBC-Red stations, 10-11 p. m. to an NBC-Blue network, beginning April 4, 8-9 p. m., although both NBC and the agency, Campbell-Ewald Co. of New York say that no orders for such a move have been issued as yet. If put into effect the change in time and network will put the *General Motors Concert* into competition with the Chase & Sanborn *Do You Want To Be An Actor?* on NBC-Red, Vick's *Open House* and Texaco's *Eddie Cantor* programs on CBS, and Father Coughlin on Mutual.

Dr. Conrad Honored

DR. FRANK CONRAD, pioneer broadcaster and assistant chief engineer of Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., has been awarded the 1936 Lamme Medal of the American Institute of Electrical Engineers in recognition of his "pioneering and basic developments in the fields of electric metering and protective systems." Dr. Conrad has been awarded some 200 patents in the electrical field. He designed some 37 years ago the first complete electrical system for automobiles and directed the construction and development of KDKA. The medal will be awarded at the summer convention of the Institute in Milwaukee next June.

RESULTS!
COUNT MOST

Let us acquaint you with our work.

WEED & COMPANY

NBC Is Denied Request To Broadcast From the Supreme Court Building

AN AMBITIOUS plan of NBC to broadcast important proceedings of the Supreme Court direct from the court's press room went aglimmering late last month when the court declined the application of the network for press privileges.

Acting upon a letter from Kenneth C. Berkeley, manager of WRC and WMAL, NBC Washington outlets, the court on Feb. 27 rejected it without comment. The application sought the last remaining booth available in the press room for the court broadcasts on the regular Monday decision days. The plan was to have a newspaperman representing the network in the court room who would send the opinions to the press room via pneumatic tube.

As far as known NBC does not plan to reapply for the privilege at this time. Efforts made several years ago by networks and press associations for press gallery privileges in Congress also were rejected.

Hello World Plea Denied

THE State Supreme Court has refused a rehearing in the case of the Hello World Broadcasting Co. (KWKH), against the International Broadcasting Company heard in the supreme court less than 30 days ago. Hello World appealed from a decision of the district court in Shreveport on the question of damages.

Lundell to WINS

WILLIAM LUNDELL, formerly director of special events for NBC, has been appointed promotion director of WINS, New York, where he will work with the sales, program and publicity departments in a coordinating capacity. Lundell started out on a newspaper career in Boston and came to radio as a feature announcer and interviewer, broadcasting a series of interviews with some 500 notables, ranging from Gertrude Stein to Strangler Lewis. While at NBC Lundell arranged for such outstanding broadcasts as the 1934 Presidential fleet review, the American Cup races and the three-way broadcast from the China Clipper.

Sell it to Cohen

Thru—

WLTH Jewish Radio Station

WLTH—

is helping New York City's Jewish masses to become assimilated . . . .

—teaching American customs . . . .

—advertising American products . . . .

SAMUEL GELLARD

WLTH, 105 2nd Ave., N. Y. C.

Roesler and Howard, National Rep.

Throngs
Join the Parade

Estimates are positive Pittsburgh's Easter Parade this year will be the longest and richest since 1928.

It's just as positive more persons in that Parade listen daily to WCAE than to any other radio station.

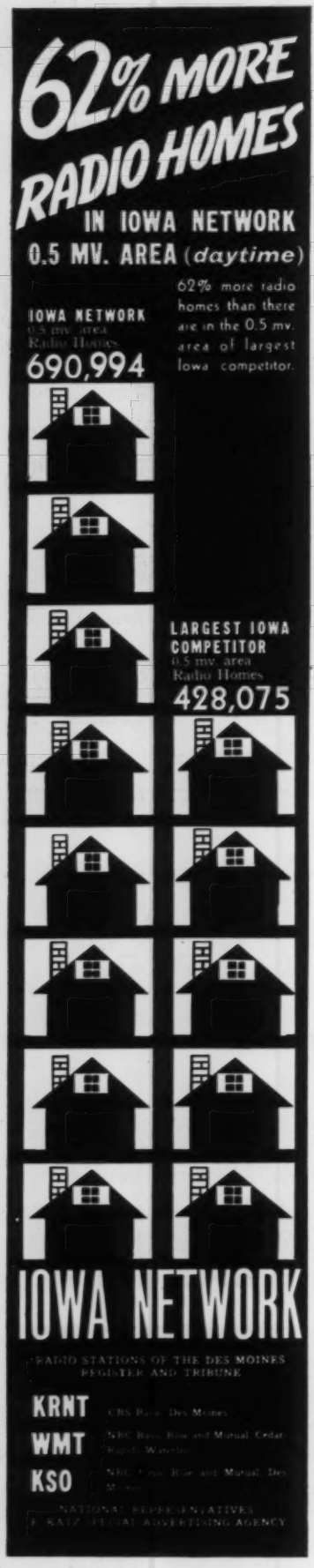
WCAE is selling people who now are buying more than at any time in the last decade.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives - HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS



Guide for Pronunciation Planned by News Group

KEN FRY, NBC-Chicago; Ken Ellington, WBBM-CBS, and Al Hollander, WJJD-WIND, were elected members of the executive committee of the Central States chapter of the American Association of Radio News Editors and Writers when that organization held its second meeting March 4 in Chicago. Buck Weaver, WBBM, was elected secretary of the group. Representatives of all the Chicago stations together with radio newsmen from Illinois, Indiana and Wisconsin attended the dinner-meeting. Meetings will be held monthly in Chicago.

Most important project to be undertaken by the group will be the compilation of a standard pronunciation guide of American proper names for newscasters. Members of the group will send in the correct pronunciation of proper names in their area to Chicago where Harry Martin of VanCronkhite Associates will compile the material. Other matters discussed at the meeting were the broadcasting of murders, sex crimes and similar sensational news, the ratio of foreign vs. local news, and the question of whether sponsors try to set policies on their news programs. Members generally agreed that sensational news was taboo on the air, that foreign news was given as much time on the air as local news, and that advertisers generally adopted a "hands off" policy insofar as news broadcasts were concerned.

Foreign 'Good Nights'

NO LONGER will announcers of KFI-KECA, Los Angeles, be the butt of jokes for their foreign sign-offs, according to Harrison Holliway, general manager. To eliminate all "kidding" and criticism that might be created because of incorrect pronounciation of the foreign "good night", a transcription with the sign-off in eight different languages has been recorded and is now being used. Because of the many large foreign colonies in the vicinity of Los Angeles, Holliway some months ago inaugurated the policy of announcers signing-off in the various languages.

CBS Latin Commentator

ALBERTO ZALAMEO, Colombian journalist and until recently with the United Press, has been appointed special news commentator to Latin America for CBS, the network announced March 8. To improve its shortwave service to listeners below the equator, CBS has changed several of the wave lengths on which W2XE, its high-frequency station in New York, operates. Mr. Zalameo has been with the UP in New York for the last 12 years and prior to that time was cable editor for *El Tiempo* of Bogota, Colombia's principal newspaper.

Iowa Bill Limits Stations' Liability

Would Confine Libel to Cases Where Due Care Was Lacking

THE first effort to have a state legislature enact legislation governing the liability of radio stations for defamation uttered over their facilities was taken March 5 in Iowa when State Senator H. V. Levis, of Chariton, introduced a bill limiting the liability of radio stations to instances where due care is not exercised by the station.

A similar measure was introduced in the House by Assemblyman Dewey E. Goode, of Bloomfield. The legislation has the endorsement of the Iowa Association of Broadcasters, of which J. O. Maland, vice-president of WHO, is president, and is being favorably received by members of the Iowa Legislature on the ground that it is fair and reasonable.

Nebraska Ruling

The only litigation involving libel or slander uttered over broadcasting facilities adjudicated in the past has held the speaker and the station jointly liable. The Sorenson vs. Wood case in Nebraska several years ago was the most important litigation on the subject.

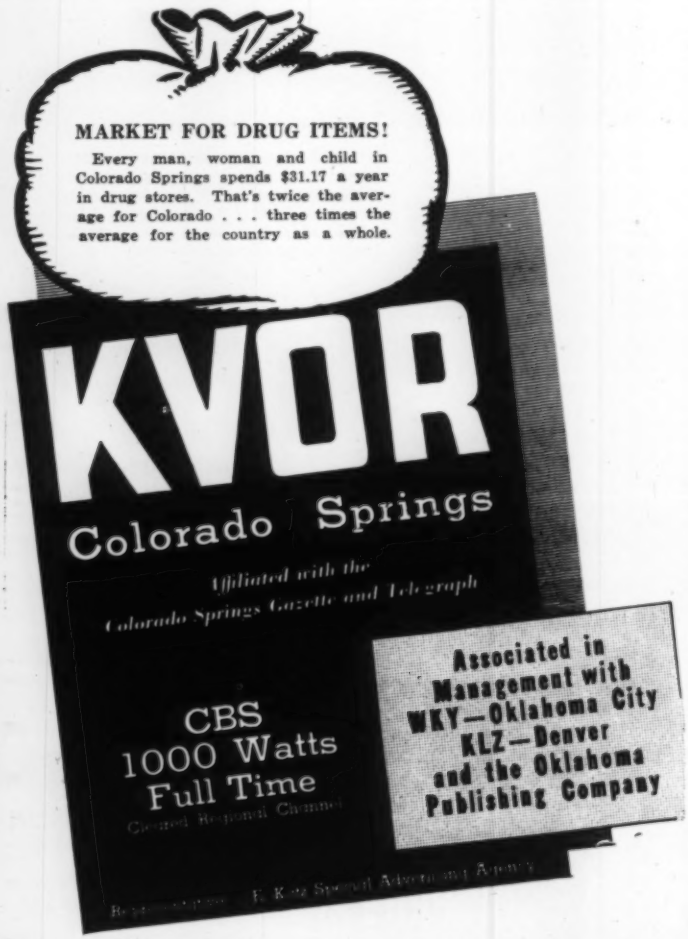
Following is the text of the Iowa bill:

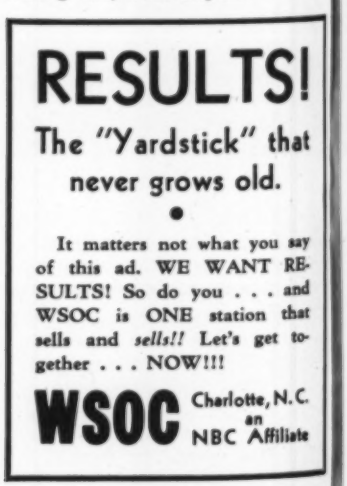
Section 1. The owner, lessee, licensee or operator of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employee thereof, unless such owner, lessee, licensee, operator, agent or employee failed to exercise due care to prevent the publication or utterance of such statement in such broadcast.

Section 2. This act shall not be applicable to or affect any cause of action existing at the time this act becomes effective.

Replace Burns & Allen

CAMPBELL SOUP Co., Camden (soup, tomato juice), on March 31 starts Ken Murray and his stooge Oswald on 61 CBS stations, Wed., 8:30-9 p. m., succeeding George Burns and Gracie Allen who were previously featured at the same time on the same network by this sponsor. Agency is F. Wallis Armstrong Co., Philadelphia.


MARKET FOR DRUG ITEMS!
Every man, woman and child in Colorado Springs spends $31.17 a year in drug stores. That's twice the average for Colorado . . . three times the average for the country as a whole.
KVOR
Colorado Springs
Affiliated with the Colorado Springs Gazette and Telegraph
CBS
1000 Watts
Full Time
Associated in Management with WKY—Oklahoma City KLZ—Denver and the Oklahoma Publishing Company


RESULTS!
The "Yardstick" that never grows old.
It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and sells!! Let's get together . . . NOW!!!
WSOC
Charlotte, N.C.
an NBC Affiliate

FCC Reopens Shortwave Band

(*Continued from page 24*)

best knowledge available is that stations on these waves should not be placed in the same area at intervals closer than 200 kc. separation, and that there should be at least 200 miles in geographical area, air-line, between stations on the same frequency. Even with such assignments, it is entirely possible there will be some long distance interference under certain physical or meteorological conditions.

Text of Regulations

The text of the FCC regulation governing licensing of high-frequency broadcast stations follows in full:

1050. The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception. The frequencies for these stations are allocated on an experimental basis.

1051. A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of very high frequency broadcasting.

2. That data will be taken on the propagation characteristics of these frequencies; on the shadows cast by buildings, hills, large bridges, etc.; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

1052. (a) A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a regular broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of another broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

1053. (a) The following groups of frequencies are allocated for high frequency broadcast stations on an experimental basis:

Group A kc	*Group B* kc	*Group C* kc	*Group D* kc	*Group E* kc
25,950	26,400	31,600	40,300	Any four frequencies above 86,000 kc except in the band 400,000 to 401,000 kc.
26,050	26,450	35,600	41,200	
26,100	26,500	38,600	41,600	
26,150	26,550	41,000	41,800	

(b) Frequencies in groups A and B will be assigned exclusively for amplitude modulation with a band width for high fidelity transmission (30 kilocycles maximum). Frequencies in groups C and E will be assigned for either amplitude modulation with the above band width or frequency modulation with a total band width not greater than 200 kilocycles. Frequencies in group D will be assigned exclusively for frequency modulation with a band width of not greater than 200 kilocycles.

(c) In groups A, B and D only one frequency from each group will be assigned a licensee for operation in the same service area. A separate license and call letters will be assigned for each frequency. In group C all four frequencies and in group E any four frequencies will be authorized by each license. A license authorizes operation on only one of the four assigned frequencies at any one time.

(d) An applicant shall file separate application for each frequency requested in groups A, B or D. Each application therefor shall specify all four frequencies in Group C and any four frequencies in Group E.

(e) An applicant shall select the frequency which it is believed is best suited for the experiments to be conducted and which will cause the least or no interference to established stations.

(f) A licensee operating on a frequency in Groups A or B shall request reports concerning any reception outside the North American Continent. The request for reports shall be made several times each day, when the station identification is given.

1054. (a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

1055. Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01% of the assigned frequency.

1056. A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with Rule 1051 (2).
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received. See Rule 1053 (f).

Court Pros and Cons

THE ether has sagged under the weight of speech-making by the pros and cons on President Roosevelt's court revision plan, according to network statistics. NBC, over its two networks, has carried or has scheduled for presentation a total of 63 speeches, 33 for and 30 against the proposal since announcement of the plan early last month. CBS has carried or has scheduled a dozen pro and con.

Radio Fellowships Help Net and College Relation

THAT CORDIAL relations between commercial and educational radio are increasing was evidenced recently when Friel Heimlich returned to WOSU, Ohio State University, Columbus, after serving a six-month fellowship at NBC, New York. Leora Shaw of WHA, Wisconsin U, Madison, was recipient of the other fellowship arranged by the General Education Board, Rockefeller Foundation, to train educational broadcasters.

Under the direction of Dr. Franklin Dunham, educational director of NBC, the students received training in the program, production, continuity, educational, and special events departments of NBC, New York, and were sent to various stations to participate in programs. Allen Miller, Chicago U, is now in New York serving a similar fellowship.

Rule 981 Deferred

POSTPONEMENT for six months from March 15 of Rule 981 requiring all broadcast services other than regular broadcasts to equip themselves with frequency monitors was announced March 2 by the FCC to give manufacturers additional time in which to perfect this equipment for sale to licensees. Monitors will be required after the new date for facsimile, rebroadcast and other such services for the maintenance of precise frequency operation.

EDWIN GILBERT and Alex Fogarty, authors and composers, have signed long term contracts with Columbia Artists Inc.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

WAVE COVERS THE ENTIRE WORLD!

Silly, isn't it? Sure—just as silly as to say that you can "cover" the Louisville trading area *without* WAVE, the *only* N. B. C. outlet in a hundred miles! (And when you say "the Louisville trading area", you've said practically the entire State of Kentucky—*plus* a durn good chunk of Indiana!)

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Let's Bring Things
Up To Date - -

226 ACCOUNTS
Representing
52 CLASSIFICATIONS
WERE SERVED BY KOMA THE LAST FIVE MONTHS OF 1935

These advertisers got a large slice of that billion dollar melon that was spent in KOMA's coverage area.

1937 promises to be a larger year than 1929.

KOMA serves clients in every possible way to assure them of the maximum results for every dollar spent. KOMA is Oklahoma's most powerful full time station.

Information regarding coverage, market data and rates furnished on request.

5000 Watts
KOMA
1480 Kilocycles
Oklahoma City, Oklahoma
National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Magazine Testing

OFFICIAL DETECTIVE STORIES, Chicago, recently began a weekly quarter-hour transcription series featuring dramatized stories taken from the magazine on 95 stations. If the 13-week test proves successful series will be continued. *Official Detective Stories* placed the business direct. D'Arcy Laboratories, Chicago, made the transcriptions.

RADIO & FILM METHODS Corp., New York, to date has recorded 50 speeches by President Roosevelt, including every utterance since he became the chief executive. Copies of the recordings are sent to the Archives of the Library of Congress.

SUCCESS
A Usual Thing Here!

This station was the first in America to broadcast the song of Canaries—and in so doing built the world's largest canary business. Success stories among our clients are the rule rather than the exception. It's little wonder that WGES is FIRST with local accounts in Chicago!

WGES
"In the Heart of Chicago"

Public's Revenge

ONCE a month during the Bristol-Meyers *Minit Interviews* on WGAR, Cleveland, the usual procedure is reversed and the public interviews the announcers. Bob Evans and Morrie Condon, WGAR announcers, try to keep face under a barrage of questions.

KDB Names Hastings

DON HASTINGS, for the last ten years actively engaged in both radio and advertising, has been appointed manager of KDB, Santa Barbara, Cal., according to Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, Los Angeles, which owns and operates that station. Hastings, who came to California from Chicago, where he was engaged in continuity writing and producing, is well equipped for his new managerial duties, having been engaged in practically every branch of broadcasting. He has been entertainer and announcer as well as continuity writer and producer. He at one time had his own advertising agency, specializing in radio, and also organized the first radio announcers' school, now headed by Floyd Gibbons. Hastings for a time was in charge of special events for KFWB, Hollywood, and prior to that was program director of WBBM, Chicago. After its affiliation with CBS he was placed in charge of special events and instituted the first sidewalk interviews over that station.

Hearst Radio Requests Boosters for Proposed New Washington Station

APPLICATIONS for two synchronized "booster" stations in Washington to be used contingent upon granting of its application for a new local station in Washington were filed March 5 with the FCC by Hearst Radio Inc. The applications grew out of experiments conducted by McNary & Chambers, Washington consulting radio engineers for Hearst Radio, through synchronized operation of an experimental station in College Park, Md., with WBAL, Baltimore, on the 1060 kc. clear channel.

Because these experiments during the past month have shown promise of success, it was stated March 5 by J. C. McNary, decision was reached to file the applications. They request construction permits for two boosters to be operated on the 1310 kc. local channel with 250 watts power daytime only which would be operated synchronously with the main transmitter of the proposed broadcast station in Washington. WOL, Washington, now uses the 1310 kc. channel but is in litigation in connection with an FCC grant assigning it to the 1230 kc. regional channel with 100 watts. The booster applications, of course, are contingent upon the granting of the regular station application.

In addition to Hearst Radio, Continental Radio Co., subsidiary of the Scripps-Howard Newspapers, also is an applicant for the present WOL facilities along with Wm. B. Dolph, manager of WOL, who is seeking the facility in his own right. A hearing tentatively had been set on the three competitive applications for March 29 but it is understood an agreement has been reached for indefinite postponement pending the decision of the U. S. District Court of Appeals on the appeal of Continental from the FCC decision granting WOL the regional facility.

Grocer Disc Series

NATIONAL RETAILER Owned Grocers, Chicago (Shurfine foods), will sponsor a series of 13 quarter-hour musical programs, recorded by World Broadcasting System, on some 25 stations, starting the latter part of March, placed through Duane Wanamaker, Chicago.

NEW INDIANAPOLIS, UNIONTOWN GRANTS

TWO new broadcasting stations were authorized March 9 by the FCC Broadcast Division—a 1,000-watter at Indianapolis and a 250-watter at Uniontown, Pa., each with daytime operation only.

Glenn Van Auken, prominent Indianapolis attornev, was given the 1050 kc. assignment, daytime only, in a decision sustaining the recommendation of Examiner P. W. Seward. As far as known, Mr. Van Auken has no other business connections, and proposes to operate the station himself. The 1050 kc. channel is the clear wave upon which KNX, Los Angeles, is the dominant station.

The Uniontown grant was to the Fayette Broadcasting Corp., a corporation in which five individuals each hold 20% of the stock. The Division at a meeting on Dec. 1 did not grant the application but on March 9 reconsidered that action and granted it with assignment on 1420 kc., with 250 watts daytime. KQV, Pittsburgh, the FCC announced, had withdrawn a protest previously filed.

Stockholders in the corporation are identified as Harry A. Cottom, judge, court of Common Pleas of Fayette County; Jacob H. Echard, superintendent of the Pennsylvania State Highways Department; Edward Dumbauld, attorney; W. Russell Car, attorney, and Joseph C. Burwell, described simply as "radio".

Two New York Stations Adopt Short-Time Rates

TWO New York stations, WOR and WINS, have changed their sales policies to accommodate sponsors with limited budgets. WOR, which heretofore had refused to sell time in units of less than five minutes, will now accept announcements limited to 50 words. No medical or drug copy, or contests will be permitted and placements are limited to weekday periods following sustaining programs between 8 a. m. and 6 p. m. The rate is $60 for one time, $300 for six announcements to run daily for a week.

A rate card which defies convention by offering program periods of one, three, five, seven, eight, ten, and twelve minutes as well as the more usual quarter-hour, half-hour and hour units, has been issued by WINS, New York. Burt Squire, manager of WINS, stated that the new rate card is designed for advertisers with limited budgets and added that the first contract under the new system had been signed with May Department Stores Co., calling for a 12-minute program each weekday for a year.

CRAZY WATER Co., Mineral Wells, Tex. is sponsoring a jingle contest on Texas Quality Network daily at 12:45 p. m. Daily $10 prizes and a weekly prize of an all-expense week's vacation at the Crazy Hotel are given.

THE MOST
POWERFUL
STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

. . . The size of a market is evidenced by the prosperity of its stores.

. . . In Hartford you find the largest department stores in New England outside of Boston.

Basic Network Station of the Columbia Broadcasting System

A livewire station in . a rich growing community

1000 watts 1260 kc. KGVO Missoula, Montana
Affiliated with the Columbia Broadcasting System

WLS BARN DANCE HAS ANNIVERSARY

ON MARCH 20 the *WLS Barn Dance* begins its sixth year of broadcasting before a paid theatre audience. Already eight years old on March 19, 1932, the program was broadcast for the first time from the Eighth Street Theatre, Chicago, before a paid audience. An admission price of 55c for adults and 35c for children was decided upon—and this was done only to help make up the cost of the rental and other expenses necessary in the staging of the show from a theatre.

When the program first went on the air the *Barn Dance* had only two commercial programs and the program was heard locally only on WLS. Today, and for the past two years, from six to ten advertisers sponsor portions of the *Barn Dance* and 64 stations of the NBC-Red network broadcast parts of it. One show is aired from 8-9 (CST) for the East and Midwest while another goes on 11-12 (CST) for West Coast listeners.

More than 570,000 rabid *Barn Dance* fans have paid to see the show during the last five years. And for the last six months the price of admission has been 75c for adults and 35c for children.

Early in 1933 Alka-Seltzer went on WLS for a six months' trial sponsoring 45 minutes of the *Barn Dance* every Saturday night. Later it added three more stations to the list. Today Alka-Seltzer sponsors one full hour on 64 NBC-Red network stations with another full-hour rebroadcast for the coast.

Artists on the *Barn Dance* have been widely popularized, including Lulu Belle, Maple City Four, Uncle Ezra, and Hoosier Hot Shots.

Murphy Feed Spots

MURPHY FEED PRODUCTS Co., Burlington, Wis. (poultry feeds), which has had a quarter-hour on the Iowa Barn Dance Saturday nights on WHO, Des Moines, has taken an additional quarter hour. The new half-hour show, which will run for 52 weeks, began March 6. Wade Adv. Agency, Chicago, has the account.

Listerine Plans

LAMBERT & FEASLEY Inc., New York, is planning an announcement campaign for Lambert Pharmacal Co., St. Louis (Listerine), but nothing definite as to starting date or stations to be used has yet been settled.

Ironized Yeast Back

IRONIZED YEAST Co., Atlanta (yeast tablets), will resume broadcasting about March 15, using twice weekly five-minute spots on from 50 to 60 stations. Ruthrauff & Ryan Inc., New York, is the agency.

WICA is the call announced by the FCC for a new daytime station at Ashtabula, O., for which a CP has been issued to C. A. Rowley using the 940 kc. frequency with 250 watts power.

KROGER QUESTIONS—Guess the right answer on this Question Night program of WNBR, Memphis, and Kroger-Piggly Wiggly gives cash prizes. Wrong guesses are rewarded with groceries.

CBS West Coast Group Improves Night Series

PRODUCTION shows have replaced the usual late evening programs of dance orchestras on the CBS Pacific network. The action was taken following a conference of Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, with William S. Paley, president of CBS, who was on the Coast recently.

Typical programs are *Fiesta*, a Spanish musicale; *White Fires*, dramatizing the episodes in the lives of famous poets which inspired their masterpieces; and *Insomnia Club*, a program of songs and humor.

During the last few weeks, Lud Gluskin, CBS West Coast music director, has been holding "open house" to audition seekers for the purpose of locating vocal talent possibilities for his new programs. The program budget of KNX, Los Angeles key, has been augmented, permitting Charles Vanda, West Coast program director, to proceed immediately with the introduction of many major programs, produced in keeping with the new policy.

Hammond Ruling

AFFIRMING ITS action of last September granting the Hammond-Calumet Broadcasting Corp., Hammond, Ind., a new 5,000 watt station to operate on 1480 kc., the FCC Broadcast Division March 2 announced reconsideration of the action. After the original grant on Sept. 26, WKBW, Buffalo, protested and an agreement was made that the new Hammond station would operate only until local sunset at Buffalo rather than until local sunset in Hammond as the original grant provided.

J. RALPH WETZEL, former commercial manager, has been named manager of KTOK (formerly KGFG), Oklahoma City, by its owner, Harold V. Hough, who is also manager of WBAP, Fort Worth. Simultaneously, appointment of William E. Robitsek as commercial manager and Paul Buenning as program director were announced. Mr. Robitsek is also sales representative of the Oklahoma Network.

Household Finance Tests

HOUSEHOLD FINANCE Corp., Chicago (personal loans), is sponsoring *Across the Breakfast Table*, early morning quarter-hour domestic comedy serial, six mornings weekly on KMBC, Kansas City, for a 13-week test, with the likelihood that they will put the show on CBS if the results in Kansas City are satisfactory. The program, which is largely ad lib and based on the actual experiences of Margaret Heckle and Neal Keehn, came into being when the two were associated on the staff of WCLO, Janesville, Wis. After two years in Janesville, the team moved to Chicago as a feature of the ABC regional network, and last fall again moved to KMBC. Program was sold by George E. Halley, KMBC's program representative, and is placed through the Chicago office of BBDO.

Hudnut Test

HUDNUT SALES Co. Inc., New York (Marvelous face powder), is sponsoring Jan Savitt's orchestra on KYW, Philadelphia, Friday, 6:45-7 p. m., placed through BBDO, N. Y.

Increase Your Sales with This Radio Idea

HALF-MINUTE RADIO *Transcriptions*

Half-minute programs ready for these industries: Bakeries, Credit Jewelery, Credit Clothing (Men and Women's) Loan Companies, Laundries, Used Cars, Optometrists. A proved success. Plenty of action, finest sound effects . . . 30 seconds of drama, 30 seconds for your commercial announcements . . . exclusive rights in your city. Send $1.50 for presentation record. Deposit refunded. ACT NOW! Any one of above subjects.

26 dramatized skits $26

RADIO PROGRAMS DIVISION
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg.
Los Angeles, California

NEWS FLASH

KYA MARCHES ON—ON TO BIGGER AND BETTER BROADCASTING SERVICE

The newest design RCA 5,000 watt high fidelity transmitter is being installed.

A 450-foot vertical self-supporting radiator is being erected. The ground pattern will probably be the most unusual used in broadcasting history—120 wire radials each projecting 200 feet from the base of the radiator, making a perfect circle, and for a distance of 250 feet of its circumference suspended 80 feet in the air.

The new KYA will deliver to the people of northern and central California greatly strengthened high fidelity signals.

KYA is reconstructing its studios and installing the latest speech equipment.

INSTALLATION TO BE COMPLETED SOON

RESERVE YOUR TIME NOW AT PRESENT RATES

KYA

The Voice of The San Francisco Examiner
A MEMBER OF THE CALIFORNIA RADIO SYSTEM
National Representative: HEARST RADIO
NEW YORK . CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS

KOMO 5000 Watts L.S. NBC Red — SEATTLE WASHINGTON — **KJR** 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Rebroadcast of Play-by-Play Baseball Without Permission Criticized by FCC

STATIONS which rebroadcast play-by-play descriptions of professional baseball games without the consent and authority of either the league or the originating stations will face possible loss of their licenses under a policy laid down by the FCC Broadcast Division.

Acting on the complaint of the American League of Professional Baseball Clubs and certain of its member units alleging that WMCA, New York, "pirated" information on play-by-play accounts of American League games, the Division March 1 notified the station that it considered this practice a violation of the Communications Act. It held that in the particular case the complaint did not afford sufficient grounds for drastic action but notified the station that the practice would not be countenanced in the future.

The complaint was filed by the American League Association through its law firm, Baker, Hostetler, Sidlo and Patterson, of Cleveland, as a test of the right of the ball clubs and of the originating stations to control rebroadcasting of play-by-play accounts. It was the first formal expression of policy by the FCC on this important point. In its complaint, the league contended that WMCA "pirated" information obtained from the broadcasting by WCAU, Philadelphia, and WICC, Bridgeport, of baseball games whereas the ball clubs had contracts with these stations rather than with WMCA. It was charged further that the WMCA broadcasts were sponsored by General Mills (*Wheaties*), among others, this sponsor also having a contract with Yankee Network, of which WICC is a member. WMCA had contended that its play-by-play broadcasts were based upon wire reports received from International News Service, to which it subscribed.

Statement of Policy

The Broadcast Division brought out in considering the WMCA case that the American League complaint was taken up in connection with the renewal of the WMCA license for the six-month period beginning March 1, 1937. After determining that the complaint did not afford grounds for designating the application for hearing, the FCC, however, notified the station that the method employed in securing material for the programs in question was deemed in violation of the spirit of Section 325 of the Communications Act which provides that no broadcasting station shall "rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station", and also Rule 177 of the Rules and Regulations of the FCC which defines the term "rebroadcasting".

It also advised the station that the broadcasting of programs, the material for which was obtained in that manner, does not serve public interest, convenience or necessity and, therefore, affords no basis for the continued operation of any station engaging in such practice.

The American League several months ago named L. C. McEvoy, former newspaper man, as director of its broadcasting activities.

Nehi on 42 Stations

NEHI Corp., Columbus, Ga (Royal Crown Cola), is starting its nationwide spot campaign using half-hour transcribed programs, broadcast during the evening once a week on 42 stations. The program is titled *Idols of Millions* and features Jack Dempsey as master of ceremonies, with headliners of radio, stage, movies and the sporting world as guest stars. Jack Ventre's orchestra furnishes the music. Series, which is scheduled to run for 13 weeks and which may be extended to 26 weeks, is being paid for on a 50-50 basis between the manufacturer and the distributors in territories where the programs are broadcast. The records were produced by Jean V. Grombach Inc., New York, and are being placed through James A. Greene & Co., Atlanta.

Stations are WSB, WFAA, WHO, WJDX, WDAF, WMC, WKY, KDKA, WRVA, WDOD, WJAX, WTAR, WDBJ, KGO, KMOX, WTOC, WGY, KWKH, WDAE, WWNC, WTAM, WIS, WBRC, WOAI, WSFA, WSM, WJAR, WPTF, WJSV, KTUL, WBT, WENR, WLW, WFBC, WDRC, KPRC, WNOX, KFI, WHAS, WIOD, WWL, KTAR.

Socony Safety Series

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobiloil) on March 15 starts *Socony Safety Patrol* on WHAM, Rochester, Monday through Friday, 6:30-6:45 p. m., in cooperation with that city's current drive for a reduction in motor accidents. Each evening an unidentified patrol car, equipped for two-way communication with the WHAM studios, will cruise through city traffic, with an announcer describing the examples of good and bad driving he sees, which will be sent via shortwave to the station and then rebroadcast over its regular channel. During the day the Socony Safety Patrol will tour the city in search of the city's most careful driver. Each day the sponsor will award $10 to one motorist whose careful driving and obedience of traffic regulations caused his selection. Two commentators, a radio technician and a driver will man the Patrol, which will carry no identifying marks. The program, scheduled for 13 weeks, was placed through J. Stirling Getchell Inc., N. Y.

Pillsbury Radio Book

PILLSBURY FLOUR MILLS Co., Minneapolis, which broadcasts *Today's Children* on 36 NBC-Red network stations 10:45-11:00 a. m. (ET), Monday through Friday, has published a book to sell at 50c which contains episodes and has the same name as the air program. The book is 312 pages long but bears no author's name although Irna Phillips is the authoress of the radio program.

MIGHTY PURTIE MILKIN' DRESS, SALLY-GAL!

The main difference between your part of the country and ours is that farming, out here, is a money-making business . . . . NOT the last forlorn hope of economic mis-fits.

So don't be fooled by our "lack" of smoke-stacks and slum areas. Look at today's quotations on wheat and corn—or North Dakota's automobile registration—or WDAY's full schedule of smart advertisers . . . .

WDAY, INC.

N. B. C.

FREE and PETERS INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

KFRU
COLUMBIA, MISSOURI

A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

Net of $3,755,523 For CBS in 1936

Impartiality of Radio Cited as 1936 Lesson by Mr. Paley

CBS had gross sales of about $27,800,000 and net profits of $3,755,523, equivalent to $4.41 per share on the 852,335 shares outstanding, for the fiscal year 1936, according to President William S. Paley's annual report to stockholders dated March 12. Fiscal year 1936 which began on Dec. 29, 1935 and ended Jan. 2, 1937, consisted of 53 business weeks. Profits for fiscal year 1935, consisting of 52 weeks, were $2,810,078.70.

Looking back at the last year, President Paley reports that "to me the great lesson of 1936 was that the broadcasters have been right in making their medium an impartial, non-partisian forum for the discussion and debate of public affairs, rather than seeking to exert editorial sway on the outcome of issues."

Pointing out that broadcasters have rejected cencorship as well as editorial influence, Mr. Paley states that this has double significance: "First it proves that we are under no compulsion to uphold the views of others; second it proves that we have no editorial view of our own to maintain. Thus, free speech, without which there can be no democracy, has taken great forward strides on a new front."

The new CBS general program policy, which completed its first full year in 1936, proved a success, Mr. Paley reported, and brought an improvement in the quality of commercials as well as a reduction in their length.

Dividends in 1936 aggregated $2,812.705, or $3.30 a share, the largest ever made and amounting to 75% of the net. The remaining 25%, about $943,000, was added to surplus. Assets of CBS and subsidiaries are shown to be $12,135,850.

Television is still well in the distance, Mr. Paley said, but added that Columbia is doing its part to hasten its arrival.

SMALL & BREWER Inc., new subsidiary of Small, Spencer, Brewer Inc., newspaper representatives, has taken over Weston, Frykman & Allen and will concentrate on radio representation exclusively. Frank M. Brewer will head the main office in Chicago. Edwin C. Allen joins Small & Brewer in Chicago.

FRED HAGUE, account executive of Craig & Hollingberry Inc., Chicago, has been named head of the firm's new Detroit office.

WILLIAM G. RAMBEAU, representative, on March 15 opens a new Detroit office with George W. Diefenderfer in charge.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Bicycle Series on NBC

CYCLE TRADES OF AMERICA Inc., New York (bicycle trade association), on April 1 will start a musical program, featuring Ray Sinatra's orchestra and guest stars on a 40-station NBC-Blue network, 7:15-7:30 p. m. on Thursdays, with a rebroadcast for the West, 11:15-11:30 p. m. L. N. Southmayd, manager of the organization and in personal charge of the campaign, reported that he has already signed up Ruth Etting as the guest on the opening program, and Hildegarde, Jean Ellington, Fibber McGee & Molly for succeeding broadcasts.

A & P Tries Discs

GREAT ATLANTIC & PACIFIC TEA Co. (A & P Milk Loaf bread), on March 1 began a 13-week spot test campaign on WMAQ, Chicago, with its 15-minute children's serialized transcriptions *The Adventures of Big Bill Baker*. The transcriptions are broadcast three days weekly from 5:00 to 5:15 p. m. (CST). Paris & Peart, New York, is agency, George L. Ogle, account executive.

GRUEN WATCH MAKER'S GUILD, Cincinnati, on March 15 inaugurates a series of daytime time signal announcements on eight stations, WEAF, WNAC, KRLD, WBEN, WSYR, WGN, KOMO, KFRC. The announcements will be broadcast over each station once daily six days weekly for 13 weeks. The agency is McCann-Erickson Inc., New York.

Glass Group Plans

GLASS CONTAINER ASSN. of America, New York, is contemplating a network radio program to publicize the Steinie beer bottle. The Association currently is using WTAM and WGAR, Cleveland, in conjunction with a milk bottle contest running locally in newspapers and on radio. Franklin D. Carson, formerly advertising manager of Marshall Field & Co., has just been appointed advertising manager of the association. U. S. Adv. Corporation, Toledo, is the agency.

Schlitz Beer Test

JOS. SCHLITZ BREWING Co., Milwaukee (Schlitz beer), has started a quarter-hour program, *Schlitz Palm Garden of the Air*, twice weekly on WHO, Des Moines. Series is recorded by WBS and will be placed on other stations as well. McJunkin Adv. Co., Chicago, is in charge.

Life Insurance Discs

NATIONAL ASSN. of Life Underwriters, New York, has named Harry S. Goodman, New York, to handle the radio promotion for Life Insurance Week, tentatively scheduled for the latter part of May. Plans for a transcription campaign are now under way.

BAUER & BLACK, Chicago (Blue Jay corn plasters), will start an announcement campaign using chain breaks on some 25 stations about April 1, placed through Ruthrauff & Ryan Inc., New York.

May all your presentations be **RADIO EVENTS**

How-do-you-do!

This column is new to BROADCASTING although its comments have appeared every now and then in other publications. *Briefly, it is dedicated to the conviction that no broadcast program rises very far above its continuity and script material.*

It is the spokesman for the Script Library, a division of Radio Events, Inc. which has served production managers from coast to coast, for a longer period of time than any other program service in the field of broadcasting.

It is proud that the Chairman of the Board of Radio Events, Inc., *Georgia Backus*, one of the keenest minds in radio, watches over its Editorial Department. It is proud of the fact that hundreds of checks go forth each month to the authors who write regularly for it. It is proud of the fact that, with very few exceptions, it has never failed to deliver script material to cover any contingency arising at any station.

The physical details of the Script Library are handled by the Station Contact Secretary, Genevieve Pace, and Marie Braun, Business Manager, who has been with the organization almost since its inception, five years ago, keeps a watchful eye over its service.

It has generally been credited with raising the standard of script production in radio and the explanatory phrase "a script for every sustaining and commercial need" has stood the test of time.

For April, the Script Library announces its new catalogue, and recommends the finest Easter script ever written. Like *Heywood Broun's Xmas script "Frankensence and Myrrh"* which has startled radio audiences by its sheer simple beauty, *The Answer*, without violating a single religious scruple, makes chills run up and down your spine.

The Script Library, in this, its first column in BROADCASTING, pays tribute to *Tom Devore* who in order to convince the sales staff of WBNS of the possibilities of *The Crooked House*, made himself up like a corpse, doused the lights in the studio, and as the program started with the announcement, *"I am Alfred Drummond, dead for eighteen years"*, had a baby spot light hit his face to bring an added touch of startling realism to as chilling a radio program as ever serialized.

The importance of impressing a station's own sales staff on the possibilities of a program was amply demonstrated by Tom Devore—and it bears out the writer's personal belief that the most difficult person in the world to sell and to keep sold, is one's best friend.

Joseph H. Koehler

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

95 Million Family Hours Of Listening Every Day

AMERICAN broadcasters provide more than 95,000,000 family-hours of listening daily, according to the data collected by Dr. Daniel Starch in a series of audience studies sponsored by CBS. From more than 165,000 personal interviews made during the last three and a half years the following facts emerged: Of the 24,500,000 set-owning families in the U. S. 76.4%, or 18,718,000 families tune in at some time every day. The average family listens 5.1 hours daily. Multiplying the number of listening families by the average listening time gives a grand total of 95,461,800 family-hours of listening every day, not including listening done while away from home or to automobile radios while traveling.

Sinclair Sports

SINCLAIR REFINING Co. Inc., New York (H-C gasoline and oil), which has been off the air since the first of the year when it discontinued sponsorship of *Sinclair Minstrels*, will resume broadcasting on April 14 with a sports program to be broadcast Wednesday and Friday, 10:30-10:45 p. m. Plans for the program are not yet complete but Babe Ruth will probably act as master of ceremonies, with a series of guest stars from the sports roster, chiefly the big league baseball players. Extensive merchandising tie-ins are being planned for the broadcasts, which are being handled by Federal Adv. Agency Inc., New York.

Oily Announcer

AN OIL stove exploded in the gondola of CKNX, Wingham, Ont., during a broadcast from the local arena. Bill Cruickshank, remote operator, rubbed the soot out of his eyes and found Reginald Douglass, announcer, atop a nearby rafter clutching the microphone.

NBC Good Will Series

NEGOTIATIONS are under way for a series of 13 half-hour NBC transcontinental broadcasts from Hollywood which will have for their mission the conveying of good will, tolerance and fellowship among peoples of the world. Titled *The Spirit of America*, the series for the most part will be dramatic, and feature celebrated dramatists, writers, actors and performers. Short talks by leading divines of all faiths will also be included. Programs, scheduled to start early this spring, will be released over the network as a sustaining feature under auspices of the Radio Committee of All Faiths. Richard Carroll of Lord & Thomas New York radio department is actively in charge of the series. Albert B. Lasker, president of Lord & Thomas, acting in collaboration with the National Conference of Jews and Christians in New York, is expected to release full details on the series shortly.

United Air Lines Discs

UNITED AIR LINES, Chicago, started one-minute dramatized transcribed announcements on KFI, Los Angeles, and KFRC, San Francisco, March 8. The series which was transcribed by the Columbia Phonograph Co., Chicago, will be broadcast 13 times (thrice weekly). J. Walter Thompson Co., Chicago, is the agency.

Electrolux Refrigerator Acquires March of Time

SERVEL SALES Inc., New York (Servel Electrolux gas and kerosene refrigerators), will begin sponsorship of *The March of Time* on March 15, week after the conclusion of the present series under the sponsorship of Time Inc., New York (*Time* and *Life*). The new series will continue until July, when the program will go off the air for a couple of months, resuming in September with Time Inc. as sponsor again. BBDO, New York, agency for both *Time* and Servel, arranged the deal.

Webster-Eisenlohr Spots

WEBSTER-EISENLOHR Inc., New York (cigars), on March 8 started a series of time signal announcements for Tom Moore cigars on WDAF, Kansas City, seven days a week, the latest addition to a schedule that after two years on the air includes 26 stations. Announcements, news periods and sports reviews, ranging in length from 25 words to 15 minutes and in frequency from once a week to five times a day, are placed for this advertiser's Tom Moore, Girard, Henrietta and Cinco cigars by N. W. Ayer & Son Inc., New York, as follows: For Tom Moore: WDAF, WTMJ, KRLD, KLZ, WOAI, WOW, KPRC, KOMA, WOC, WEBC, WIND, KTUL, KGBX, KSTP, Iowa Network (KSO, WMT, KRNT), KFH. For Girard: WNAC, WTAM, WWJ. For Henrietta: WMCA, WBAL. For both Girard and Henrietta: KYW, WOR. For Cinco: WBT.

Provident Loan Debut

PROVIDENT LOAN SOCIETY of New York, New York, on March 16 begins a three-a-week series of 15-minute programs titled *Answer Man* on WOR, Newark. Broadcast Tuesday, Thursday and Saturday between 7:30 and 7:45 p. m., the *Answer Man* will attempt to answer all questions, except personal and medical, submitted by listeners. The program, which marks this company's initial radio activity, is placed through McCann-Erickson Inc., New York.

Gotham Merchants

ALLIED INDEPENDENT Merchants, New York (association of retail food stores), will launch a 39-week radio and newspaper campaign in New York about the middle of April, through Artwil Adv. Co. Inc., New York. Details have not yet been worked out.

Maximax Testing

MAXIMAX Inc., Chicago (razor strops), will sponsor sports review on WMBD, Peoria, from 10:15-10:30 p. m. three nights a week beginning March 15. Advertising Service Co., Chicago, is the agency.

WOKO

BASIC

CBS OUTLET

ALBANY, N. Y.

◆

A Trial Will Convince You Of Its Popularity

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:

"A *little of your time will make you want some of our time.*"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK DETROIT CHICAGO SAN FRANCISCO

NEWS
is your best bet
TRANSRADIO

Hollywood Talent Groups Lay Plans

Artist Bureaus Preparing for The Advent of Television

IMPORTANCE of Hollywood as a center for radio and television as well as motion pictures is further indicated with the Music Corporation of America launching into the talent agency field on the West Coast on a large scale. MCA will move shortly from its downtown Los Angeles offices and Jules Stein, president, has been in Hollywood several weeks arranging for construction of a new building in Beverly Hills, Cal., to house the company's offices and staff. MCA, one of the largest orchestra and talent booking agencies in the country, besides representing more than 175 bands and several hundred acts, also handles considerable European talent through its London office.

Mills Artists Inc., represented in Hollywood by Kingston-Myers Inc., is also planning to compete for radio business, having taken out a California agency license, and plans to expand West Coast activities. Consolidated Radio Artists Inc., new national booking organization, is another to increase its activities on the Pacific Coast. It has established offices in San Francisco to serve Northern California and the Pacific Northwest. Ellis Levy, formerly northern California manager of the Thomas Lee Artists Bureau, San Francisco, has been placed in charge of Consolidated's office in that city. Gus C. Edwards, general manager of Consolidated, New York, is in Hollywood personally supervising the expansion program, building his personnel and making a survey of Pacific Coast activities.

Lowman on Scene

Lawrence W. Lowman, CBS vice-president in charge of station operations, who took over supervision of the CBS Artists Bureau in New York when Ralph Wonders resigned a short time ago, is in Hollywood to confer with Donald W. Thornburgh, Pacific Coast vice-president, on plans to build up the network's agency business on the West Coast. With him is Larry White from the New York CBS Artists Bureau. Exactly what CBS plans to do has not been revealed, but with the network launching into an intensive campaign for broadcast development in Hollywood, it is expected that White will divide his time between that city and New York in the future, supervising activities on both coasts and selling artists to sources outside of radio as well as in.

CBS Hollywood Artists Bureau has been dormant for some months, especially since Pete de Lima resigned Feb. 18. But it is expected that White will build it up, inject new life into the organization and enter into active competition with NBC which has already boosted its Artists Bureau into the limelight for both motion picture and outside radio talent bookings with an outstanding roster of radio built names.

Thomas Lee Artists Bureau, Los Angeles, one of the oldest radio booking agencies in the west and a subsidiary of Don Lee Broadcasting System, also will broaden its activities, according to Robert Braun, manager. An increase in sales forces in Los Angeles and San Francisco is planned.

Building up of artists bureaus by the networks confirms the belief that the expected advent of television has prompted them to start preparation for a return to greater production activities beyond sustainers, competing with advertising agencies which two years ago took over most of the production of sponsored shows.

CORN BELTERS—First anniversary of Corn Belt Wireless network was observed March 9 in the WHO studios and rebroadcast by four member stations, WOW, WIBW, KMBC and WOC. Seated at the anniversary breakfast of Kellogg corn flakes, users of a six-weekly Corn Belt schedule, are (left to right) Gene (Gene and Glenn) Carroll; Warren Wade, Gene and Glenn Manager, Hale Bondurant, WHO sales manager; announcer Ernie Sanders, (at microphone), J. O. Maland, WHO vice president, O. E. Moe, Kellogg Co., Don Kerr, N. W. Ayer & Son, and Glenn (Gene and Glenn) Rowell.

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS

LIFELIKE RECEPTION

NEW TRANSMITTER

INCREASED COVERAGE

BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

IN NORTHEASTERN WISCONSIN AND UPPER MICHIGAN

THESE STATIONS ARE THE DAILY HABIT OF OVER 1/2 MILLION PEOPLE

A territory not covered by national chains.

You need WTAQ and WHBY, if you want to reach this territory whose income for urban and rural markets is the highest in Wisconsin outside of Milwaukee.

WTAQ — operating power 1000 watts unlimited time . . . 1330 kilocycles . . . new and modern equipment to handle electrical transcriptions or remote control . . . studios in Green Bay, Appleton, and Oshkosh . . . tested programs daily.

WHBY — operating power 250 watts day time—100 watts night, full time on local channel . . . 1200 kilocycles . . . equipment to handle electrical transcriptions or remote control from any location outside of studios . . . daily feature programs.

Write, wire or phone for complete data.

Home of WORLD CHAMPION Green Bay Packers

Railroad Center of Central Northwest

JAMES A. WAGNER
Manager-Director

Small & Brewer, National Representatives

250 Park Ave., New York City . 307 No. Michigan Ave., Chicago

WTAQ 1000 WATTS — GREEN BAY WISCONSIN — WHBY 100 WATTS

A Star for Uncle Sam!

Frankie More and his "Log Cabin Boys" have been whooping it up for Pinex on WWVA for 22 weeks—and incidentally doing a swell job. But here's the pay-off!

The other day the mail man delivered a Special Delivery letter to Frankie with a cleverly illustrated address, instead of in the usual written form. The WWVA artist-listener sketched a log, then a cabin, and next three boys. That went for "Log Cabin Boys"! The address was taken care of by an animated "WWVA" wheeling, a wheelbarrow on which was loaded an outline map of the State of West Virginia. That, of course, represented WWVA, Wheeling, West Virginia, — and Frankie More got the letter without delay.

So what?

Well, we say A STAR for Uncle Sam, and add that the popularity of WWVA in Eastern Ohio, Western Pennsylvania and Northern West Virginia is an undisputed fact—in truth it's amazing. Folks know us intimately in an informal and most friendly sort of way. We're very definitely the hub of as grand a radio family as any radio station ever bore.

That's why we get results for our advertisers.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Saerchinger Resigns

CESAR SAERCHINGER, CBS European director since June, 1930, has resigned effective May 1, when he will be succeeded by Edward R. Murrow, who will leave his present post as director of radio talks for the network to move to his new headquarters in London. No decision has been made as yet regarding Mr. Murrow's successor.

RUMFORD CHEMICAL WORKS, Providence (baking powder), on March 15 will start a spot announcement series on WJAX, Jacksonville, and WAPI, Birmingham, with other stations to be added. Atherton & Currier Inc., New York, is the agency.

WMIN

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost

Saint Paul Minneapolis

WMIN

St. Paul, Minnesota

New York Studios Sought By WLW for Programs

A PERMANENT wire hookup between WLW and a New York independent station probably will be made within the next week, it was indicated March 12 by William S. Hedges, vice-president of Crosley Radio Corp. in charge of broadcasting. Mr. Hedges said the hookup might be with WMCA, WHN or WNEW. The plan is to permanently connect the stations by wire, with the New York station feeding commercials to WLW. The two stations also will be available to advertisers jointly and there would be interchange of sustaining program service. Transamerican Broadcasting & Television Corp. would act as exclusive sales agent for the hookup.

Mr. Hedges has in mind use of WLW as a test station by national advertisers, headquartered for the most part in New York. By having a New York outlet for programming purposes the advertiser would be in a position to supervise production and more effectively gauge programs for the test operation. Line costs between New York and Cincinnati would run $5,000 a month or more. Other stations might be added, depending upon advertiser demand. Lawrence Menkin, formerly of WLW and more recently with WMCA, has resigned the latter post to rejoin WLW in Cincinnati.

TERRY GUNN, of Edward Petry & Co., New York, has joined Transamerican Broadcasting & Television Corp. in New York.

HOCKEY FOOD—General Mills presented cartons of Wheaties to members of the Kansas City Greyhounds Feb. 27 in a match with St. Paul. A Wheaties Night was promoted by KXBY, Kansas City, which broadcasts hockey under General Mills sponsorship. Walt Lochman, sports announcer (back row, left) is in charge of the broadcasts, aided by Ivan Flanery (center front). Lochman also broadcasts baseball and football for General Mills. He received a watch from the sponsor for outstanding baseball announcing during the 1936 season.

Studebaker Sports

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos), on March 8 began 13 half-hour transcribed programs with Richard Himber's music on 13 stations. The series is supplementary to the present Himber program on NBC now Monday nights and the transcribed program is broadcast as close to the network show as possible. All the transcriptions are broadcast Monday night with two exceptions —WTMJ, Milwaukee, and KPRC, Houston—and these are on Tuesday night. The following 12 stations have the program on Monday night: WAPI, WSB, WSMB, KTBS, WBT, WKY, KVOO, WMC, WFAA, KPRC, WOAI, and WDBJ. Roche, Williams & Cunnyngham Inc., Chicago, has the account. The Chicago Studebaker branch, through Schwimmer & Scott, on April 12 starts Jimmy Evans on WCFL with six weekly sport quarter-hours.

WCTU Places Discs

WOMEN'S CHRISTIAN TEMPERANCE UNION, Evanston, Ill., began a new quarter-hour weekly transcription program *Americans to the Rescue* on 52 stations March 14. The series which will last eight weeks and will be heard on all stations on Sunday afternoons except three features dramatized episodes of traffic accidents caused by drunken driving. Critchfield & Co., Chicago, is the agency. The series was recorded by the D'Arcy Laboratories, Chicago.

NBC Shifts Merryman

PHILIP I. MERRYMAN, operations supervisor of NBC in Washington, on March 15 was transferred to the Station Relations Department with headquarters in New York. He will work under Frank E. Mason, station relations vice-president and Reginald M. Brophy, station relations manager. He has been with NBC for ten years, starting as an engineer. Donald A. Cooper, former control room supervisor, has been named Mr. Merryman's successor.

Axton-Fisher Sports

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand Cigarettes), has signed contracts with four stations in the East and Midwest to sponsor 15-minute sport talks by local sportscasters on a three or six day a week basis. Hal Totten will be featured on WMAQ, Chicago, 6 days weekly; Frank Eschen on KSD, St. Louis, 6 days weekly; Jay Wesley on WEEI, Boston, 6 days weekly; and Bob Newhall on WLW, Cincinnati, 3 days weekly. In addition *"Make Believe Ballroom"* and *"Milk Man's Matinee"*, after-midnight dance programs, are sponsored over WNEW, New York. Additional stations are under consideration. The account is placed through McCann-Erickson Inc., New York.

Force Cereal Places

HECKER H-O Co. Inc., New York (Force, breakfast food), is planning to use one-minute announcements and chain breaks on an undetermined number of stations in New York, New Jersey, New England and eastern Pennsylvania, beginning about the middle of April and continuing for at least 13 weeks and possibly all summer. In some cases the announcements will tiein with the comic strip campaign which will be run simultaneously with the broadcasts. Erwin, Wasey & Co. Inc., New York, is the agency.

FIRST! in Foreign Language Programs in the United States

Special Citation for Foreign Language Station

1936 AWARD to Station WBNX New York City

CITATION Awarded by Variety to WBNX

VARIETY

NEW YORK CITY

1. WHN
2. WMCA
3. WBNX
4. WOR
5. WEVD / WNYC
6. WINS
7. WLWL
8. WOV / WFAB

Paradoxically New York with its reputation as the nation's

THIRD in New York City Showmanship!

The first and only foreign language station to emerge in the field of showmanship formerly held by English speaking stations!

Our Market Brochure Will Show You Why WBNX ranks tops!

WBNX NEW YORK

WRITE FOR MARKET BROCHURE TODAY!

WEBC

Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE IT'S

WMFG HIBBING

WHLB VIRGINIA

THE ONLY NBC BLUE NETWORK STATION Between ST. LOUIS and DENVER

WREN

CENTRALLY LOCATED TO SERVE KANSAS CITY, TOPEKA and ST. JOSEPH

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GRIFFIN MFG. Co. Inc., Brooklyn (shoe cleanser), on May 17 starts *Griffin Melody Clock* on 29 NBC-Blue stations (plus WSAI when available) for 52 weeks, Mon., 7-7:30 p. m. Agency: Bermingham, Castleman & Pierce Inc., N. Y.

SYLMAR PACKING Corp., Los Angeles (olives), on Feb. 22 started for 52 weeks *Cassandra*, dramatic serial, on 10 Mutual-Don Lee network stations, Mon., Wed., Fri., 5:30-5:45 p. m. (PST). Agency: Pacific Market Builders, Los Angeles.

BATHASWEET Corp., New York (Bathasweet), on March 15 starts for 13 weeks, news broadcasts, on 7 Mutual-Don Lee network stations (KHJ, KFRC, KGB, KDB, KDON, KXO, KGDM), Mon., Wed., Fri., 7:45-8 a. m. (PST). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y.

HARTZ MOUNTAIN PRODUCTS Inc., New York (bird seed) on Feb. 15 started for 52 weeks, participation in *Feminine Fancies* on 10 Mutual-Don Lee network stations, Mon., 3-3:10 p. m. (PST). Agency: Ernest Davids Inc., N. Y.

SERVEL SALES Inc., New York (Servel Electrolux gas and kerosene refrigerators), on April 15 assumes sponsorship of *The March of Time* on the present 35 CBS stations and several additional outlets, Thurs., 10:30-11 p. m. Agency: BBDO, N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), on March 7 started for 13 weeks *Sunshine Melodies*, musical transcription series, on 10 Mutual-Don Lee network stations, Sun., 5:30-5:45 p. m. (PST). Agency: Henri, Hurst & McDonald Inc., Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Drene) on March 9 started for 52 weeks *Jimmy Fidler in Hollywood Gossip*, on 50 NBC-Red stations, Tues., 7:30-7:45 p. m. (PST). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

GENERAL FOODS Corp., New York (Grape Nuts), on April 12 starts *Burns & Allen* on 69 NBC-Red stations, Mon., 8-8:30 p. m. Agency: Young & Rubicam Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati, on March 29 starts *Story of Mary Marlin* on 31 NBC-Red stations for Ivory Soap, Mon. thru Fri., 12:15-12:30 p. m., and on 8 NBC-Blue stations for Ivory Snow, Mon. thru Fri., 5-5:15 p. m. Agency: Compton Adv. Inc., N. Y.

SINCLAIR REFINING Co. Inc., New York (H-C gasoline and motor oil), on April 14 starts new series on 59 CBS stations, Wed., Fri., 10:30-10:45 p. m. Agency: Federal Adv. Agency Inc., N. Y.

SPERRY FLOUR Co., San Francisco (Sperry pancake & waffle flour), on April 21 starts in *Woman's Magazine of the Air* on 7 NBC-Pacific Red network stations (KPO, KFI, KGW, KOMO, KHQ, KDYL, KOA), Wed., Fri., 3:15-3:30 p. m. and 2:15-2:30 p. m. (PST). Agency Westco Adv. Agency, San Francisco.

ANACIN Co., Chicago (headache tablets), on Feb. 22, started *Easy Aces* on 4 CBS-Pacific stations (KNX, KSFO, KVI, KOIN), Mon., Wed., Fri., 7:45-8 p. m. (PST). Agency: Blackett-Sample-Hummert Inc., Chicago.

GENERAL MILLS Inc., Minneapolis (Bisquick), on March 15 started for 13 weeks *Hollywood in Person* on 5 NBC-Pacific Red stations, (KFI, KPO, KGW, KHQ, KOMO), Mon. thru Fri., 11:45 a. m.-12 noon (PST). Agency: Westco Adv. Agency, San Francisco, and Baggaley, Horton & Hoyt Inc., Chicago.

SHERWIN-WILLIAMS Co., Cleveland (paint), on March 15 begins 30 participations in *Gretchen McMullen Household Program*, three times weekly, on 13 Yankee stations. Agency: T. J. Maloney Inc., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paint), on March 24 starts for 10 weeks, participation in *Feminine Fancies*, variety show, on 10 Don Lee stations, Wed., Fri., 3:20-3:30 p. m. (PST). Agency: T. J. Maloney Inc., N. Y.

FIRST NATIONAL STORES Inc., Somerville, Mass. (chain stores), on March 9 began 8 half-hour programs, Tuesdays, 7:30 p. m., on 11 Yankee stations. Agency: Badger & Browning Inc., Boston.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club, Kentucky Winners), on April 19 starts 144 15-minute sport programs, six times weekly, at 6:15 p. m. on 8 Yankee stations. Agency: Ruthrauff & Ryan Inc., N. Y.

FISHER BODY Corp., Detroit (auto bodies), on March 10 started a series of four special broadcasts to announce the 1937 competition of the Fisher Body Craftsman's Guild on 51 CBS stations, Wed. and Fri., 7:30-7:45 p. m. with repeat 10:45 p. m. Agency: Arthur Kudner Inc., N. Y.

WAITT & BOND Inc., Newark (Blackstone Cigars), on March 15 begins 12 participations in *Yankee Network News Service*, three times weekly, on 12 Yankee stations. Agency: BBDO, N. Y.

CYCLE TRADES OF AMERICA Inc., New York (bicycle trade association), on April 1 starts with Ray Sinatra's orchestra and guest stars on 40 NBC-Blue stations, Thurs., 7:15-7:30 p. m. (repeat at 11:15 p. m.). Placed direct.

Renewal Accounts

PACKARD MOTOR CAR Co., Detroit (motor cars), on March 2 renews for 13 weeks, *Packard Hour*, starring Fred Astaire, on 67 NBC-Red stations, Tues., 6:30-7:30 p. m. (PST). Agency, Young & Rubicam Inc., N. Y.

CARDINET CANDY Co., Oakland, Cal. (candy bars), on March 7 renews *Night Editor* on the NBC-Pacific Red network (KPO, KFI, KOMO, KGW, KHQ), Sundays, 9:15-9:30 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland, Cal.

PACKERS TAR SOAP Inc., New York (soap), on April 4 renews *Thatcher Colt Mysteries* for 26 weeks on 31 NBC-Red stations, Sun., 2:30-3 p. m. Agency: Stack Goble Adv. Agency, N. Y.

BARNSDALL REFINING Corp., Tulsa (petroleum products), on March 20 renews *Courteous Colonels* on 9 CBS stations, Sat., 10:45-11:15 p. m. Agency: Cooperative Adv. Co., Tulsa.

LAMONT, CORLISS & Co., New York (Pond's creams and powder), on April 6 renews *Husbands & Wives* on 28 NBC-Blue stations and moves from Tues., 9:30-10 p. m., to Tues., 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

CHEVROLET MOTOR Co., Detroit (automobiles), on April 18 renews *Rubinoff* for 13 weeks on 88 CBS stations, Sun., 6:30-7 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

Network Changes

FORD MOTOR Co., Detroit, adds KOY, Phoenix, and WKBB, Dubuque, to CBS networks carrying *Sunday Evening Hour*, and *Al Pearce & His Gang*. The same two stations have also been added by Liggett & Myers Tobacco Co. to *Chesterfield Presents*, Wed., 9-9:30 p. m., and *Hal Kemps Dance Band*, Fri., 8:30-9 p. m.

CONTINENTAL BAKING Corp., New York (Wonder Bread and Hostess Cake), on March 8 starts *Pretty Kitty Kelly*, romantic serial, in place of *Renfew of the Mounted* on 43 CBS stations, Mon. thru Fri., 6:45-7 p. m. with a rebroadcast at 11:15 p. m. Agency: Benton & Bowles Inc., N. Y.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (automobiles), on March 8 moved *Studebaker Champions* from NBC-Red, Mon., 9:30-10 p. m. to 29 NBC-Blue stations, Mon., 10-10:30 p. m. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

KMTR "Radio Village"

CONSTRUCTION of a $150,000 radio village to house KMTR, Hollywood, will get under way within the next 90 days, Tex Rickard, general manager of the station announced early this month for Victor Dalton, owner. Project will be a complete departure from all present studio arrangements in the United States and will be located on a 3½-acre tract recently acquired at 1028 North Cahuenga Blvd., that city, Rickard stated. Village will be similar to a motion picture lot, with various administration buildings, offices, studios and a little theatre. Indoor and outdoor stages will comprise part of the project, work on which, it was indicated, would get under way within the next three months. Structures will be of the early California-Monterey type of architecture. Present KMTR studios are located at 915 North Formasa Ave., Hollywood.

New WOR Brochure

WOR, Newark, has prepared what it describes as the most complete and intensive market data book ever published by any one station. It consists of more than 60 pages, 9 x 12, highlighted in process colors and full of surrealism. It is titled *Of These We Sing*. Sections are devoted to radio homes, families, population and a breakdown of inhabitants by age and sex; major retail fields and their sales, with comparison of business in other areas; spendable money income, postal expenditures and income tax returns; basic rates to advertisers.

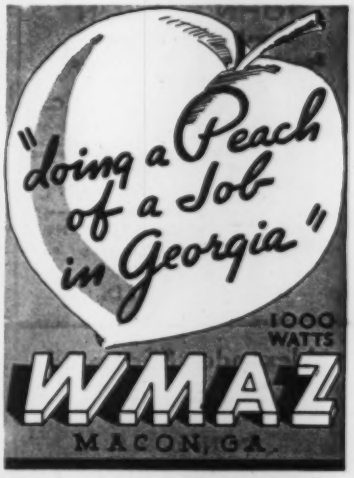
WROK Assists Cities In New Flood Disaster

DURING the late February floods in Northern Illinois and Southern Wisconsin, WROK, Rockford, Ill., repeated the service given by radio in the January flood emergency. Announcers George Menard and William Traum broadcast hourly bulletins and flood warnings from the points of danger.

Information concerning the train wreck resulting from a washout near Rockton, Ill., was broadcast from the scene of the accident by Announcer Morey Owens. When the gas plant in Beloit, Wisc., was flooded and the supply was limited, WROK's bulletins warning the residents to stop using gas during the emergency won the appreciation of the public and the Wisconsin Power & Light Co. John J. Gray, district manager, telegraphed congratulations.

Winkelman Expands

WINKELMAN SHOE Co., New York (women's shoes), which launched *American Women's Serenade* on WOR, Sundays, 3:45-4 p. m. on Feb. 28, will extend the series, which stars Norman Brokenshire as master of ceremonies and features Norman Brinn, to a six-station MBS network in April, moving the broadcasts to Friday, 6:45-7 p. m. on April 2, when WFIL and WAAB are added to WOR. The other three outlets, WGN, WLW, KOIL, will be added on April 16. Jay Lewis Associates, New York, handles the account.



RADIO'S BIG BUY

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Snow King in Southwest

SNOW KING BAKING POWDER Co., Cincinnati (Snow King and Dairy Maid baking powders), recently began a 13-week spot campaign on eight stations using one-minute announcements five times per week twice daily. One of the announcements is transcribed and the other is a premium offer using live talent. The following stations are being used: WFAA, KTHS, KVOO, KWTO, KPRC, WOAI, KGNC, KBTM. H. W. Kastor & Sons Adv. Co. Inc., Chicago is agency.

News Exploitation

WNOX, Knoxville, has combined promotion and public service in building a sidewalk show-window newsroom. The newscaster's desk and microphone can be seen from the street and two UP teletype machines are spotlighted. The walls of the studio have been decorated with newspaper mats and in addition to a large news map there is a bulletin board just outside the door.

Spots for Lettuce

WESTERN GROWERS PROTECTIVE Assn., Los Angeles, is planning a radio and newspaper campaign for iceberg lettuce, to be placed through the Los Angeles office of J. Walter Thompson Co. Most of the growers and shippers in Yuma and Phoenix, Ariz., and the Imperial Valley and Salinas in California have signed for the campaign, to be financed by a $5 per car assessment on lettuce shipped to the East.

KROC on Corn Belt

KROC, Rochester, Minn., has affiliated with the Corn Belt Wireless Network of stations rebroadcasting programs originating at WHO, Des Moines. The group was started last year and there are now 10 members.

KROY, in Sacramento, Plans Debut on March 15

KROY, Sacramento, was prepared to begin operation March 15 with a dedicatory program featuring leading civic personalities. It is owned by Royal Miller, Dodge automobile distributor for Northern California, and chairman of the board of the Sacramento Municipal Utility District. It operates on 1210 kc. with 100 watts daytime. Gerald King, president of Standard Radio Inc., transcription service, was to be the guest radio speaker.

The station is managed by Robert E. Barringer, general manager, for 16 years an actor, author, executive and producer identified with radio; Al Wolfle, formerly of KXA, KIT, KMO and KORE, technical director; Robert S. Spence, former announcer with the three former stations, program director; Bert F. Hews, news editor; George W. Collipp, salesman, George P. Strahl, operator, and Lucille McCubbin, Sacramento singer and musician, receptionist. A Western Electric, 12-B transmitter has been installed, together with a 179-foot Blaw-Knox vertical radiator.

ATKINS CHEMICAL Co., New York (Baruvacol remedy), has contracted for two Italian announcements weekly on WBNX, New York, for an eight weeks test. Account was placed through Alexander Adv. Agency, New York, and the New York office of Roesler & Howard Inc., foreign language station representatives.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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"25 years of Professional Background"

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NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance
Forms close 25th and 10th of month preceding issues.

Situations Wanted

Eight and a half years as production manager, dramatic director, continuity writer and actor with knowledge of programming. Able and willing to announce—also ready to make small investment if necessary. Would like to join station staff, anywhere, where there is possibility of advancement. Box 645, BROADCASTING.

Experienced announcer—production man—continuity writer—twenty-seven years old—employed now—desires position. Production manager qualifications. Background; college trained—tent-stock actor—Assistant Director Little Theatre Group—Director Civic Players—Chief director midwest producing company. Box 646, BROADCASTING.

Continuity-production man now employed will go anywhere to permanent job. University, theatre, newspaper training. Organist-phonetician. Salary expected: $200.00 Picture and folder, or visit on request. Box 650, BROADCASTING.

Young Assistant Manager of clear channel station. Thorough background commercial and engineering experience. First Class license. Now employed. Best references. Good reason for changing positions. Box 636, BROADCASTING.

NEED A TRANSFUSION? Red blooded man with eight years' experience network; independent; manager; program director; commercial and sustaining ideas. Initiative-ability, personality. Nominal salary. Own fare anywhere. Box 643, BROADCASTING.

Announcer, continuity writer, two years experience. Versatile sports background. Have good early morning show. Box 649, BROADCASTING.

Licensed operator. Broadcasting station experience; also experienced TWX and code operator. Box 648, BROADCASTING.

Wanted to Buy

1 kw transmitter. State description, age, price. Box 637, BROADCASTING.

Two (approximately 250 to 300 foot) steel towers. Quote lowest price f.o.b. cars. Box 638, BROADCASTING.

Help Wanted

Local CBS station with top rating in midwestern community of 150,000 wants aggressive radio advertising salesman with proven ability for selling transcribed programs etc. to local merchants. Good level-headed producing salesman will make good living with pleasant working conditions. Car a necessity. Don't want spot announcement plugger. Selected salesman will get list of best accounts in community. References required, confidential of course. We prefer a man doing good now but wishing a change for good reasons. Write completely Box 644, BROADCASTING.

Wanted: Full time, experienced radio salesman for new Southern local station . . . Must be sober, industrious, and of neat personal appearance. Fine opportunity for the right man. Give full details and all references in first letter. Box 647, BROADCASTING.

Experienced Salesman. 100 Watt Station Rocky Mountain West. Exclusive territory. Salary, liberal commission. Write Box 633, BROADCASTING.

A-1 announcer - copywriter - operator, at KGNF, North Platte, Nebraska.

FOR SALE — AT BARGAIN

Two Milliken-Blaw-Knox bolted structural steel radio towers—Height 152 ft.—Base 15 ft. 6 inches square, tapering to 2 ft. square at top. Equipment includes two hand winches. Can be delivered approximately March 1st. WTAR, Norfolk, Va.

For Rent—Equipment

For Rent
Approved Equipment

RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

Allied Research Laboratories
260 East 161st Street
New York City

Clean-up Sought in Havana

(*Continued from page 18*)

country is expected to insist, will be adherence to the Madrid International Conference provision holding that broadcasting channels are for "national service or service to the citizens of the nation in which they are located." By that principle, there would automatically be outlawed the existing border stations in Mexico and stations in other countries which use directional antennas to serve American listeners. In the case of Mexican border stations, for example, English rather than the mother tongue of that country is employed, thus conflicting with the terms of the Madrid treaty.

Optimism prevails as the sessions open on the border station issue. It has been indicated that Mexico has expressed a willingness to work out an agreement and that it would forego the border stations, if a satisfactory basis is evolved.

There has been sharp condemnation of the Mexican border broadcasts from many quarters. Stations, such as XENT, XERA, XEAW and XEPN, which are among the higher powered border outlets, have been broadcasting lottery, fortune telling, astrology, questionable medicine, and other accounts which long have been barred from this country. As a matter of fact, both Brinkley and Baker began their Mexican operations after their stations in Kansas and Iowa, respectively, had been deleted by the Radio Commission for broadcasts construed as inimical to public health and welfare.

Obviously, there has developed considerable concern as to what this country might have to give up in the way of broadcast facilities in order to work out an agreement. It is just as obvious that this country will view as untenable any such demands as previously made by Mexico for a dozen exclusive channels. On the contrary, the so-called Craven-Ring allocation plan now pending before the FCC is viewed as one which will accommodate Mexican, Cuban and other stations with a minimum of upsetting of allocations in this country. The broad plan for shared channel use and duplication on clear channels through adequate mileage separations and use of directive antennas, it is pointed out, should make possible the assignment of a sufficient number of Mexican and Cuban stations on such channels to care for their broadcasting needs. And by adhering to the American and Canadian operations standards, it is emphasized, a minimum of interference should result.

Bartering Likely

In any such negotiations, it is pointed out, the United States, and perhaps Canada, may be forced to relinquish something. Up to this time only the United States and Canada have operated under an agreement on channel allocations. Canada has six of the 96 broadcast channels on an exclusive basis along with a dozen regional channels on a shared basis and use of the six local frequencies. It also is using the 540 kc. channel, below the broadcast band, for broadcast purposes. Mexico, Cuba and other nations, on the other hand, have operated on a catch-as-catch-can basis on mid-channels as well as regular waves with resultant intolerable interference.

Whatever is worked out at the conference, it is pointed out, must be construed as in the nature of insurance for which a premium must be paid, probably in the form of relinquishing certain facilities and frequencies.

The 1500-1600 kc. band, under the Craven-Ring plan, is more or less ear-marked for bartering in North American allocations. These channels are regarded as particularly well adapted for hot climates, like Mexico and Cuba, because of attenuation characteristics. The Craven-Ring plan offers a three-way option on the use of this band which would make possible licensing of anywhere from 50 to 500 additional stations, depending upon power. Of course, if certain of these channels are allocated exclusively to Mexica and Cuba, that phase of the Craven-Ring plan must be changed.

The American delegation sailed March 8 aboard the Merchants & Miners ship *Fairfax* from Baltimore. Arriving in Miami March 12, the delegation took the overnight boat to Havana, bringing it there March 13. The conference is slated to run only one week and return reservations already have been made for March 23 on the *Fairfax*, which would bring the party back to Baltimore on March 28.

Ellis Bridge, second secretary of the American Embassy in Havana, has been handling the preliminary negotiations with the Cuban Government and probably will assist the delegation during the sessions.

Alfonso Gomez Morentin, Director of the Mails, Telegraphs and Radio of the Communications Ministry, was slated to head the Mexican delegation while the Cuban delegation was to be headed probably by its Secretary of State, along with Senor Mendoza, Director of Radio of the Republic.

KTMS has been assigned as the call letters of the new station authorized by the FCC in Santa Barbara, Cal., to be operated by News Press Publishing Co. on 1220 kc. with 500 watts unlimited.

CBC Expansion Plans In Dominion Encounter Government Opposition

THE BOARD of governors of the Canadian Broadcasting Corp. met in Ottawa March 8 to make a final draft of their budget for the year. An elaborate program for expansion is understood to have been turned down by the government, as being too costly. The board's original budget to include improvements was understood to have totaled about $3,000,000. The treasury asked a budget nearer to $1,000,000, for improvements and new equipment, since the board receives the full returns from license fees, about $2,000,000, to carry on the year's work.

At the same session the use of more French-Canadian programs was also discussed, based on a speech made by Assistant General-Manager Dr. Augustin Frigon, on March 6 in Montreal, in which he stated that if necessary extra time will be leased from private stations, as it is the CBC policy to give French-Canadians outside Quebec province a full quota of French programs. The CBC also plans to give Quebec listeners two groups of broadcasts, permitting them to choose between English and French programs according to their taste. Facilities will be increased until equal program preparation staffs are available for the French programs as at present for the CBC English language programs.

KBTM, Jonesboro, Ark., subscribed to Transradio news service March 1.

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.50
Double from $5.00

The HAY-ADAMS HOUSE
I AFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

KEX ***AGAIN ON THE AIR***

WITH BASEBALL BROADCASTS!

Repeat orders prove performance—and results. Oregon's most powerful station—plus Rollie Truitt, ace Sports announcer in the Northwest—is an unbeatable combination. General Mills, sponsor of this program, like many other experienced Advertisers *knows* what KEX Showmanship will do.

ROLLIE TRUITT
Sports Announcer

KEX
PORTLAND
OREGON

1180 Kc—5000 Watts
NBC *Blue Network*

The Radio Stations of the Oregonian (KEX and KGW)
are represented nationally by EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

STELLI
Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

STANDARD RADIO INC.
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

URGENT QUESTIONS

? ? !

STRAIGHTENED OUT

BY TELETYPEWRITER

WITH ACCURATE RECORDS TYPED SIMULTANEOUSLY IN TWO OR MORE OFFICES

When time is short, last minute script changes can be made, requests for time clearances completed, urgent questions answered — by Bell System Teletypewriter Service — a service that *belongs* in *any* business that depends on speed and accuracy.

Teletypewriter Service binds offices or stations together whether they are a few yards or many miles apart . . . whether there are two, or many. It provides *instant, two-way* communication with *written, accurate* records. Carbons may be made at the same time, for routing and filing.

Your local telephone office will be glad to give you complete information about Teletypewriter Service.

Copeland Bill Passes

(*Continued from page 16*)

tuted by order of the court, or by the filing of an information by the United States attorney; and such order or information, and the process of the court for the arrest of the violator, may be served at any place in the United States or the Territories."

Afterward, Senator Borah raised the question of the broad power given the courts under such a provision. While he was unsuccessful in confining court power in connection with that specific provision, he did succeed in getting through an amendment in the seizure section of the law which limits jurisdiction to United States Courts wherein the claimant's principal place of business is located or such District Court as the parties may agree upon as having jurisdiction to try seizure cases.

Women's Objections

The bill would take effect 12 months after the date of its enactment.

Immediately after passage of the bill, Senator Copeland put into the record a statement on objections to the measure submitted by a group of professional women. Among other things they contended the injunction procedure would not stop false advertising of a product but would simply prevent a particular false advertisement from being repeated. "Not until a number of injunctions have been issued against specific kinds of false advertising of a product would the manufacturer be forced to abandon misleading statements", said the statement.

"An advertising provision with teeth in it is necessary if consumers are to be protected from that element of the industry which has been unscrupulous in its advertising policy," it continued. "Weak as the injunction is as an enforcement tool against false advertising, it was made even weaker by the committee amendment, which gives the court discretion to deny injunction if, in its opinion, the offense is not likely to be repeated."

The Copeland Bill now goes to the House where it will be referred to Chairman Lea's Interstate & Foreign Commerce Committee. Pending before that committee in addition to Rep. Lea's Federal Trade Commission bill, are the Chapman Bill (HR-300), and a similar measure (HR-5458) introduced March 9 by Congresswoman Jenckes (D-Ind.). Also pending before that committee is a bill (HR-5414) on food and drugs, introduced by Rep. Towey (D-N.J.) identical with the proposed substitute defeated in the Senate as offered by Senator Moore.

Rep. Coffee (D-N.Y.) on March 3 introduced in the House by request a bill (HR-5286) which proposes creation of a consumers bureau within the Public Health Service as a new feature in food and drug legislation.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ------$50.00
Hollister Crystal Co.
WICHITA, KANSAS

Second Building Leased For NBC in Hollywood

PENDING final decision on the part of eastern executives to build new and larger headquarters in Hollywood made necessary by the rapid increase in activities there, NBC has taken the entire two-story building in the rear of its studios in that city, which was formerly shared with the radio department of the J. Walter Thompson Co.

The agency's radio department of 22 persons, headed by Danny Danker, vice-president in charge of Hollywood activities, was to move March 15 to the third floor of the Guaranty Bldg., 6331 Hollywood Blvd. The building vacated had housed the agency and the network's musical and mimeograph departments. NBC Artists Bureau and publicity department will be moved from the main building into this structure, making way for the expanding production staff.

More Vic & Sade

A YEAR AGO Procter & Gamble Co. set up a radio precedent by contracting for two daily broadcasts of the same radio program on two networks for the same product, giving duplicate coverage in 13 cities. The product was Crisco, the program *Vic & Sade*, the broadcasts on NBC-Blue, Monday through Friday, 11:30-11:45 a. m. and on NBC-Red, Monday through Friday, 3:30-3:45 p. m. Within the last fortnight the sponsor established another radio precedent by adding two more broadcasts to the Wednesday schedule of *Vic & Sade*. These are evening programs in the interests of Ivory Flakes, broadcast on NBC-Blue, 10-10:15 p. m., and on two NBC-Red stations (WEAF, New York, and WMAQ, Chicago), 7:45-8 p. m. The advertising for these products is handled by Compton Adv. Inc., New York.

FCC Phone Inquiry

TELEPHONE line charges for broadcasting will undoubtedly be one of the subjects to be studied by the newly created FCC Telephone Rate and Research Department, which is to carry on the work of the investigation of the A. T. & T. until July 1, 1938. However no action for some time is expected from the new department as a result of its examinations. It is headed by Carl I. Wheat, investigation counsel who secured a $12,000,000 long distance rate reduction last Jan. 15. He will concentrate upon the rates and practices of the A. T. & T. long lines department, it has been indicated.

Rexall Sale Discs

UNITED DRUG Co., Boston (Rexall drug products), is preparing a series of five quarter-hour transcriptions to be used in promoting its regular spring Rexall One-Cent sale on about 200 stations from coast to coast. The various campaigns will be launched at a variety of dates during April and May, depending on the section of the country. Discs feature James Melton, Gogo Delys, the Norsemen Quartette and Don Voorhees' orchestra, and are being placed through Street & Finney Inc., New York, and Spot Broadcasting Inc., New York.

Leadership

It is the privilege of Blaw-Knox to have been identified with the radio industry since its infancy. From the time the first Blaw-Knox Radio Towers were placed in use until the present, there has been an amazing evolution in broadcasting practice. Blaw-Knox pioneered Vertical Radiators and have progressed with changing conditions—at all times representing the ultimate in antenna efficiency.

BLAW-KNOX COMPANY
2038 Farmers Bank Building • Pittsburgh, Pa.

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA IT WILL PAY YOU TO CONSULT BLAW-KNOX

BLAW-KNOX VERTICAL RADIATORS

MR. E. H. RIETZKE — PRESIDENT OF CREI

JUST OFF THE PRESS!

FREE!

Write today for your own personal copy of this interesting, illustrated booklet, "A TESTED PLAN FOR A FUTURE IN PRACTICAL RADIO ENGINEERING".

If you are not satisfied with your present status in the radio field and are anxious to advance in position and salary, this book will be of special interest to you. No obligation, of course.

WRITE TO-DAY TO—

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-3
14th and Park Rd., Washington, D. C.

CREI

IN THE CONTROL ROOM

HERBERT L. WILSON, consulting engineer, has opened a new office at 260 E. 161st St., New York.

ROY MASON, former engineer with Libby, McNeil & Libby in Alaska, has joined KRKO, Everett, Wash., as technical operator.

AL HENDERSON, chief engineer of KOL, Seattle, and Mrs. Henderson are the parents of an eight-pound son, Charles Albert, born on the last day of January.

ERNEST G. UNDERWOOD, technical director of KHJ, Los Angeles, on March 1 was appointed chief engineer of KFRC, San Francisco outlet of the Don Lee Broadcasting System. Harold Peery is chief engineer of the network.

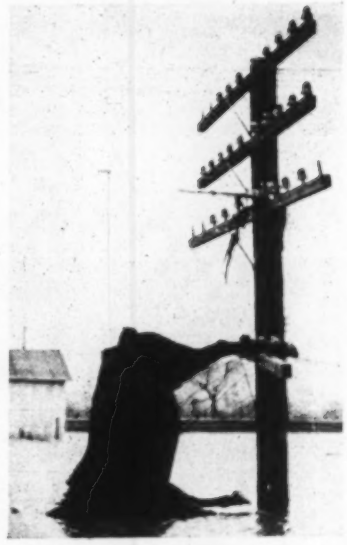
ERNEST G. UNDERWOOD, for the last ten years technical director of KHJ, Los Angeles, has been appointed chief engineer of KFRC, San Francisco.

RAYMOND SHANNON has been transferred from the transmitter department to the control room of WCMI, Ashland, Ky., getting a permanent place after being called in for emergency service during the flood.

JOHN EILERS, for the last six years a sound engineer with Associated Cinema Studios, Hollywood transcription firm, resigned March 1 to join the technical staff of the Leo J. Meyberg Co., that city.

JOE EPPERSON, chief engineer of WNOX, Knoxville, is recovering from pneumonia. Kenneth Cox has joined the station's control staff.

GLENN L. KELLEY, has resigned as chief engineer of KICA, Clovis, N. M., to join General Electric Supply Corp., Amarillo, Texas.



NO HORSEPLAY—But a critical situation as this dead horse hung by the strands of wire that connected Louisville to WSM, Nashville, during the January flood. The wire was fed with bulletins from the WHAS studios, that station being off the air at the height of the disaster. The bulk of Louisville's relief work was based on messages sent over the wire. Frequent fading was found to be due to the horse, but was not located until the water had receded sufficiently to reveal the animal. Luckily his shoes didn't short any wires. The photo was taken some 20 miles south of Louisville.

ROBERT TURNER, formerly of KCKN and KXBY, Kansas City, has joined the engineering staff of KGFW, Kerney, Neb. N. B. Weisenberger has also joined the engineering corps.

KENNETH SHERMAN, engineer of WGAR, Cleveland, is back on the job with the transmitter crew, after suffering serious injury 15 months ago while on his way to work.

REED SNYDER, engineer and supervisor of studio operation of WHO, Des Moines, was recently elected president of the local Y. M. C. A. Movie & Camera Club.

DR. W. D. COOLIDGE and Dr. Irving Langmuir, director and associate director of General Electric's research laboratory in Schenectady received John Scott awards granted by City Trusts of Philadelphia at a recent dinner of the American Philosophical Society. Each award included a certificate, a copper medal, and $1,000 in cash.

H. E. GRIFFITH, formerly of KMLB, Monroe, La., has joined the engineering staff of WJBY, Gadsden, Ala., replacing F. J. Murphree, Jr., who has joined the staff of WRGA, Rome, Ga. Vernon Storey has been named chief engineer of WJBY.

LEO. A. JYLHA, formerly of KPAC, Port Arthur, Tex., has joined the engineering staff of WJIM, Lansing.

WILLIARD B. BOTTS, formerly of WJEJ, Hagerstown, Md., has joined the engineering corps of WIP, Philadelphia.

NORMAN H. YOUNG, WEEI, Boston, operator, is the father of a baby girl born March 5.

EQUIPMENT

A NEW heavy duty coaxial cable has been announced by Victor J. Andrew, Chicago. Type 22 cable, over 5/8 inches in diameter, is supplied in lengths up to 500 feet on cable reels.

FCC has approved the following tubes manufactured by Taylor Tubes Inc., Chicago: 11 types of high level modulation or plate modulation in the last radio stage, and 9 types of low level modulation or last radio stage operating as linear power amplifier. This listing is in addition to the approved types of tubes on page 310, BROADCASTING Year Book Number.

KRRV, Sherman, Tex., is constructing a 179-foot Blaw-Knox tower to replace the vertical radiator destroyed by a recent wind storm.

WCCO, Minneapolis, has installed a two-cylinder generator to feed its master-control board should its power fail due to power company strikes or other emergency.

TRIUMPH MFG. Co., Chicago, announces an oscillograph-wobbulator using the 913 cathode ray tube and thyratron linear sweep with horizontal and vertical amplifiers combined with an adjustable electronic wobbulator.

KOIL, Omaha, has ordered a new RCA 5 kw transmitter, according to Harry Harvey, technical director of the Central States Broadcasting System.

WDSU, New Orleans, has asked the FCC for authority to install new transmitting equipment and a 454-foot tower to handle 5 kw if granted. Present studios are to be reconditioned, the planned improvements amounting to $85,000 in all.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., early in March started to produce and market a resistance coupled speech recording amplifier housed in a black carrying case. The assembly becomes a public address system when the material includes the complete outfit — the assembly in case, cables and connectors, amplifier with tubes, one ten-inch or two eight-inch dynamic speakers, high impedance velocity microphone, collapsible orchestra microphone stand with cord and plugs.

KEX, Portland, has installed a power amplifier unit completing the new KEX high-fidelity transmitter installation.

KRKO, Everett, Wash., has opened new studios equipped with Western Electric dynamic and RCA velocity microphones. Western Electric 23A high-fidelity transmitter has been installed.

WRITE FOR FURTHER DETAILS

THE LAST WORD IN LATERAL REPRODUCTION

For use on lateral transcriptions all sizes, Model B-16 introduces to the professional field the Astatic exclusive Offset Head Design which, by holding needle practically true to tangent, throughout playing surface of recording, assures finer life-like reproduction and longer record service. The B-16 also features the reversible head which permits needle loading from top. Is free from arm resonance and is strong in bass where normally recordings are weak. Beautifully finished in modernistic black and chrome. List Price $27.50.

Licensed under Brush Development Company Patents, Astatic Pending

ASTATIC MICROPHONE LABORATORY, INC.
Dept. BR, Youngstown, Ohio, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO
QUINCY, ILLINOIS

KFRU, Columbia, Mo., has installed Western Electric speech input equipment and 1 kw. transmitter, and its new studios have been completed.

KRE, Berkeley, Cal., is rushing work on its new plant, to be located on a site at the south end of Berkeley's new Aquatic Park. Plans call for a Spanish-type building which will house the new Western Electric transmitter. A vertical radiator will rise 180 feet above the completely new ground system which is expected to cover an area of three acres. The new KRE will be the first station on the Pacific Coast to use the recently developed "shunt-fed" antenna.

KOIL, Omaha, Neb., will let contracts for erection of a tower antenna which will be over 300 feet high. It will replace present equipment.

KGFW, Kearney, Neb., announces the installation of new speech equipment and RCA modulation monitor.

WCBS, Springfield, Ill., recently purchased a 165-foot vertical antenna from Don Herrold, Chicago.

WGAR, Cleveland, has installed Jensen high-fidelity monitoring equipment in its offices and audition rooms. R. Morris Pierce, chief engineer, supervised the installation.

WTAR, Norfolk, Va., has installed RCA velocity microphones and new speech input amplifying equipment, and has divided master control room into three studio controls.

KRMD, Shreveport, La., will install a quarter-wave Blaw Knox vertical radiator and a 250-watt transmitter under the supervision of R. M. Dean, chief engineer.

KFYO, Lubbock, Tex., has installed a new Lehigh vertical radiator and a new RCA ET-4250-100/250 transmitter.

B & O Installs

CROSLEY RADIO Corp., Cincinnati, has installed special seven-tube receiving sets on three sections of the B & O *Diplomat Limited* running between St. Louis and New York, designed to overcome the "dead" radio spots in the Potomac Valley where reception had been poor. The installation included a standard automobile under-car antenna and no auxiliary shielding was needed to eliminate interference.

WITH its shift from local to regional status as of March 15, KMED, Medford, Ore., has installed complete new equipment, according to an announcement March 5 by Mrs. W. J. Virgin, owner. The station has shifted in frequency from 1310 to 1410 kc. and increased its power from 100 watts night to 250 watts full time. New equipment installed includes a Blaw-Knox vertical radiator, Western Electric speech input and microphones and a new transmitter house three miles from the Medford city limits.

KORE, Eugene, Ore., has purchased a country club near the city and is installing studios, offices, and transmitter to be opened April 1. Harold Gander, chief operator, constructed the transmitter and supervised the erection of a Blaw-Knox vertical tower.

A BILL (HR-5376) amending the Communications Act of 1934 so as to require that station operators shall be twenty-years of age or over was introduced in the House March 5 by Rep. Welch (R-Cal.) The present act does not specify an age limit.

OTHER FELLOWS' VIEWPOINT

A Rate Basis

EDITOR, BROADCASTING:

I have a problem which you might be able to solve.

The problem is this — on what basis are station rates for advertising established?

In more than eight years experience in radio, I have yet to meet a station manager who could advance an exact and scientific reason why his station's rates should be just so much—no more—no less.

There must be some method of calculation whereby the rates are obtained. So far, the most satisfactory answer to the question has been that the manager feels his station is worth so much — and gives a mass of figures on power, coverage and listening audience to support his belief.

It seems to me that if some scientific method of arriving at rates could be evolved, it would clear up a lot of confusion in the industry.

J. H. McGILL
KGHF, Pueblo, Colo.

March 1, 1937.

French Lick Series

FRENCH LICK SPRINGS HOTEL Co., French Lick, Ind. (Pluto water), is using a series of one-minute announcements, recorded by WBS, on WFBM, Indianapolis, placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Craven Elected

FCC Chief Engineer T. A. M. Craven was elected president of the American section of the International Committee on Radio March 10 at its annual meeting, succeeding Senator Wallace H. White Jr. of Maine. Louis G. Caldwell was named vice-president, Fred P. Guthrie of RCA Communications Inc. was named secretary and Howard S. Leroy was reelected treasurer. The executive committee is comprised of John W. Guider, chairman; A. L. Ashby, NBC vice-president; Commissioner Thad H. Brown, Dr. J. H. Dellinger of the Bureau of Standards, and Francis C. DeWolf and William R. Vallance, State Department.

C. of C. Sponsors

TO ATTRACT visitors and customers the Chamber of Commerce Merchants' Bureau of Olean, N. Y., is sponsoring a program titled *Olean Entertains* on WHDL, that city. Local talent presentations changed weekly will be featured and the Merchants' Bureau will sponsor all sportscasts and special events programs. The theme will stress the city's accessibility, abundance of parking space, and well-stocked, up-to-date stores.

Barnsdall Renews

BARNSDALL REFINING Corp., Tulsa, has renewed the *Courteous Colonels* series on 10 CBS stations, keyed from KTUL. The program includes a 60-voice choir and is produced by the KTUL staff. Co-operative Adv. Agency, Tulsa, has the account.

It stars on all three counts!
FLEXIBILITY
SIMPLICITY
QUALITY
Western Electric's single unit Speech Input—the 23A Console type—is exactly what broadcasters needed. They've said so with orders. It gives you a rare combination of flexibility, simplicity of operation and high quality performance. Have you ordered yours yet? If not, get full details from any Graybar office.
Western Electric
Distributed by GRAYBAR Electric Co.
In Canada: Northern Electric Co., Ltd.
RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
MARCH 1 TO MARCH 13, INCLUSIVE

Decisions . . .

MARCH 2

APPLICATIONS GRANTED:

WJEJ, Hagerstown, Md. — CP move trans. site, vert. radiator.

WJNO, W. Palm Beach, Fla.—CP increase D to 250 w, change equip.

WKRC, Cincinnati — License for CP as mod. 550 kc 1 kw 5 kw D unl., directional N subject reduce D power to 1 kw when WOSU is operating.

WSAU, Wausau, Wis.—License for CP as mod. 1370 kc 100 w D.

WWAE, Hammond, Ind. — License for CP 1200 kc 100 w unl. D, Sh.-WFAM N.

WGNY, Newburgh, N. Y.—License for CP as mod. 1210 kc 100 w N & D, Sh.-WBRB, WFAS, WGBB.

WLAP, Lexington, Ky.—Mod. CP change trans., studio sites.

KOB, Albuquerque, N. M. — Mod. CP change equip.

KANS, Wichita—Vol. assign. license to KANS Brdcstg. Co.

WBAX, Wilkes-Barre, Pa.—License for CP 1210 kc 100 w spec.

KCMC, Texarkana, Tex. — License for CP as mod. 1420 kc 100 w unl.

WCKY, Covington, Ky. — Amended CP new equip., increase to 10 kw.

NEW, Ben S. McGlashan, Los Angeles—CP high-freq. 500 w.

SET FOR HEARING — NEW, S. O. & P. C. Ward, d/b Louisville Brdcstg. Co., Louisville, CP 1210 kc 250 w D; NEW, Valley Brdcstg. Co., Youngstown, O., CP in docket amended to 1350 kc 1 kw unl. directional N; WEAN, Providence, CP amended re equip., increase D 1 to 5 kw directional; WKOK, Sunbury, Pa., CP move trans., new equip., increase D 100 to 250 w; WBRY, Waterbury, Conn., CP change equip., increase D 1 to 5 kw; WORL, Boston, CP in docket amended move trans. locally, directional N, increase 500 w D to 1 kw unl.; WSMK, Dayton, CP amended to move trans., new equip., directional, increase 200 w N 200 w D Simul.-D KQV spec. N to 250 w N 500 w D unl; KQV, Pittsburgh, CP directional N, increase 500 w N-D, simul.-D WSMK and spec. N to 1 kw unl.; KFRU, Columbia, Mo., mod. license N 500 w to 1 kw; NEW, Young People's Assn. for Propagation of Gospel, Shark River Bay, N. J., CP 640 kc 5 kw D to LS at KFI; KOOS, Marshfield, Ore., vol. assign. license to KOOS Inc.; WBNO, New Orleans, vol. assign. license to WBNO Inc. 1200 kc 100 w N-D / Sh.-WJBW, renewal along with WJBW and Southern Brdcstg. Corp., New Orleans, to be continued; NEW, Northwest Publications Inc., Duluth, CP in docket amended to 580 kc 250 w D; NEW, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, CP international exp. station 50 kw high-freq.

APPLICATION DENIED (as in default) — NEW, Greater Muscle Shoals Brdcstg. Co., Sheffield, Ala., CP 1500 kc 100 w unl.

APPLICATIONS DISMISSED (request of applicants)—NEW, Service Life Insurance Co., Omaha; NEW, Archie E. Everage, Andalusia, Ala.; NEW, D. L. Thornton, Centralia, Wash.

RATIFICATIONS — WHP, Harrisburg, ext. auth. reduced power 10 days; WMFG granted pet. intervene applic. CP Rice Lake, Wis., Walter H. McGenty; Central Brdcstg. Corp., Centralia, Wash., granted pet. intervene applic. D. L. Thornton, Centralia; Cheyenne Radio Corp. granted pet. intervene applic. CP Cheyenne, Wyo., Frontier Brdcstg. Co.; oral argument Voice of Greenville, Greenville, Tex., and Hunt Brdcstg. Assn. consolidated; George H. Payne, San Jose, Cal., granted pet. intervene applic. CP Central Brdcstg. Corp., Centralia, Wash., and applic. Chase S. Osborn Jr., Fresno, Cal.; Luther Bohanon denied pet. intervene applic. KFXR vol. assign. license; effective date order of 11-24-36 denying applic. Interstate Brdcstg. Corp., KLO, Ogden, Utah, 30 days from 2-25-37.

ACTION ON EXAMINERS' REPORTS:

NEW, Wike & Studebaker, Baker, Ore.—Denied CP 1370 kc 100 w 250 w D unl., reversing Examiner Bramhall.

KUJ, Walla Walla, Wash. — Denied CP new equip., change 1370 to 1250 kc, increase 100 to 250 w, move trans. locally, reversing Examiner Irwin.

KIT, Yakima, Wash.—Granted CP new trans., vert. antenna, change 1310 to 1250 kc, increase 100 w 250 w D to 250 w 500 w D unl., sustaining Examiner Irwin.

WHAT, Philadelphia — Denied CP new equip., change 1310 to 1220 kc, increase 100 w to 1 kw, change Sh.-WTEL to unl., move trans., directional, sustaining Examiner Dalberg.

NEW, H. Wimpy, Albany, Ga.—Denied CP 1420 kc 100 w 250 w D unl., facilities WGPC, sustaining Examiner Dalberg.

WGPC, Albany, Ga. — Granted renewal 1420 kc 100 w unl., sustaining Examiner Dalberg.

NEW, U. S. Brdcstg. Co., Toledo—Dismissed with prejudice applic. CP 1200 kc 100 w D, sustaining Examiner Hill.

NEW, U. S. Brdcstg. Co., Columbus—Dismissed with prejudice applic. CP 1310 kc 100 w unl., sustaining Examiner Hill.

WCAP, Asbury Park, N. J.—Dismissed with prejudice applic. mod. license 500 w to 1 kw 1280 kc Sh.-WTNJ, WCAM, sustaining Examiner Irwin in part.

ORAL ARGUMENTS — 4-22-37, WNBC, New Britain, Conn.; NEW, Hildreth & Rogers Co., Lawrence, Mass.; NEW, Old Colony Brdcstg. Corp., Brockton, Mass.

EFFECTIVE DATE POSTPONED—Effective date Rule 981 relating to freq. monitors further postponed six months from 3-15-37 to give manufacturers more time.

MISCELLANEOUS — NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex., effective date of order extended to 3-9-37; Chase Osborn Jr., Fresno, Cal., denied postponement consid. applic. George Harm new station Fresno 1310 kc 100 w unl. (Osborn is applicant CP new station at Fresno 1440 kc 500 w unl.); WOW, Omaha, granted pet. intervene applic. Service Life Ins. Co., Omaha, 1500 kc 100 w unl.; Hammond-Calumet Brdcstg. Corp., Hammond, affirmed action 9-26-36 granting CP new station 1480 kc 5 kw LS Buffalo; Wichita Falls Brdcstg. Co., Wichita Falls, Tex., denied reconsid. and grant applic. new equip., directional N, increase N 250 w to 1 kw, D 1 to 5 kw; WIP, Philadelphia, denied motion asking denial applic. as in default of H. O. Davis, Mobile, Ala., for CP new station 610 kc 250 w 500 w LS unl.; WHOM, Jersey City, denied reopening applic. CP new equip., increase D 250 w to 1 kw; KRLH, Midland, Tex., denied reconsid. and grant without hearing applic. mod. license 1420 to 1210 kc D; WHB, Kansas City, retired to files pet. rehearing before Division applic. new equip., change 860 to 1120, D to unl., 500 w 1 kw directional N; KLO, Ogden, Utah, remanded to docket applic. move trans., change equip.

MARCH 9

APPLICATIONS GRANTED:

WCHV, Charlottesville, Va.—CP move trans. locally, vert. radiator.

WIND, Gary, Ind.—CP change directional antenna.

KMAC, San Antonio—License for CP 1370 kc 250 w D Sh.-KONO.

KFJB, Marshalltown, Ia.—Mod. CP extend completion.

KCKN, Kansas City—Mod. license from WLBF Brdcstg. Co. to KCKN Brdcstg. Co.

KPLC, Lake Charles, La.—License for CP 1500 kc 100 w 250 w D unl.

WGST, Atlanta—License for CP 890 kc 1 kw 5 kw D unl.

KJBS, San Francisco—License for CP 1070 kc 500 w N & D ltd.

KSFO, San Francisco—Mod. CP move trans. locally.

KRNT, Des Moines—CP change trans., antenna.

WSMB, New Orleans—Mod. CP change trans. site.

KGFI, Corpus Christi, Tex.—Mod. CP move to Brownsville, Tex., new equip.

SET FOR HEARING — NEW, Petersburg Newspaper Corp., Petersburg, Va., CP 1210 kc 100 w 250 w d spec.; NEW, Carolinas Radio Inc., Charlotte, N. C., CP 880 kc 500 w 1 kw D unl.; NEW, Amarillo Brdcstg Co., Amarillo, Tex., CP 1500 kc 100 w unl.; NEW, John W. Haigis, Greenfield, Mass., CP 1210 kc 250 w D; NEW, J. K. Patrick & Co., Athens, Ga., CP 1310 kc 100 w 250 w D unl.; NEW, George H. Payne, San Jose, Cal., CP 1440 kc 550 w unl.; NEW, Howard A. Miller, Galesburg, Ill., CP 1500 kc 100 w D; NEW, John D. Fields Inc., Las Vegas, Nev., CP 1370 kc 100 w unl.; NEW, World Pub. Co., Tulsa, CP amended to 940 kc 1 kw directional N 5 kw D unl.; NEW, Skagit Brdcstg. Assn., Bellingham, Wash., CP amended to 1200 kc 100 w 250 w D unl.; NEW, Voice of Detroit Inc., Detroit, CP amended to 1120 kc 500 w 1 kw D unl. directional N; WGES, Chicago, CP move locally, new equip.; KCMO, Kansas City, CP trans. site, new equip., directional, change 1370 to 1450 kc, increase from 100 w to 1 kw; KGO, San Francisco, CP amended move trans. near Belmont, Cal., vertical radiator, new equip., increase 7½ to 50 kw; KWTN, Watertown, S. D., CP amended re trans. site, change 1210 to 1340 kc, increase 100 w unl. to 250 w 500 w D unl. (facilities KGDY); KRE, Berkeley, Cal., CP amended re trans. site, new equip., vert. radiator, change to 1440 kc increase to 500 w 1 kw D unl.; WBOW, Terre Haute, Ind., CP move trans., change equip., directional antenna, change 1310 to 1290 kc, increase 100 w 250 w D unl. to 500 w 1 kw D directional N; KGKL, San Angelo, Tex., CP move trans. locally, new equip., vert. radiator, change 1370 to 940 kc, increase 100 w 250 w D to 1 kw 5 kw D unl.; KSLM, Salem, Ore., CP new equip., change antenna, change 1370 to 1110 kc, increase 100 w unl. to 500 w unl. (before Division); WTCN, Minneapolis, mod. license N 1 to 5 kw (before Division); NEW, W. Va. Newspaper Pub. Co., Clarksburg, W. Va., CP 1250 kc 1 kw D; NEW, Radiotel Corp., San Diego, Cal., CP 920 kc 500 w unl.; KMJ, Fresno, Cal., mod. license N 500 w to 1 kw; WHK, Cleveland, mod. license N 1 to 5 kw (D increase 2½ to 5 kw to be heard 2-16-37) before Division; KGHI, Little Rock, Ark., mod. license N 100 to 250 w (before Division); WSPD, Toledo, mod. license N 1 to 5 kw.

APPLICATIONS DENIED—WQDM, St. Albans, Vt., temp. auth. 1370 kc 100 w; WIOD-WMBF, Miami, temp. auth. spec. hours antenna tests; NEW, Malcolm H. Clark, Amarillo, Tex., CP 1500 kc 100 w unl. (as in default).

APPLICATIONS DISMISSED — NEW, John S. Braun, Waco, Tex. (with prejudice); New, Lou Poller, Jessup, Pa., and WMFR, High Point, N. C. (request of applicants).

ORAL ARGUMENTS GRANTED—NEW, Golden Empire Brdcstg. Co., Marysville, Cal., 4-8-37; NEW, George Harm, Fresno, Cal., 4-29-37; WAAB, Boston, 4-29-37.

ACTION ON EXAMINERS' REPORTS:

KGDM, Stockton, Cal.—Denied mod. license 1 kw D to 1 kw N & D, sustaining Examiner Walker.

NEW, Glenn Van Auken, Indianapolis—Granted CP 1050 kc 1 kw D, sustaining Examiner Seward.

NEW, Asheville Daily News, Asheville, N. C.—Remanded to docket further hearing applic. CP 1370 kc 100 w unl.

KXL, Portland, Ore.—Granted renewal license 1420 kc 100 w 250 w D Sh.-KBPS, also granted authority transfer control from H. B. Read to T. W. Symons and E. B. Craney.

SPECIAL AUTHORIZATIONS—KFNF, Shenandoah, Ia., temp. auth. Simul.-WILL spec. hours in April; WOW, Omaha, temp. auth. 5 kw N to 4-26-37.

MISCELLANEOUS — KRKO, Everett, Wash., hearing on applic. CP 1420 kc 100 w 250 w LS unl., set for 3-29-37, continued 90 days; KFPY, Spokane, denied petition for hearing on 3-29-37 on applic. mod. license 890 kc 5 kw unl. (before Division); WTCN, Minneapolis, granted petition intervene applic. Edward Hoffman mod. license WMIN; NEW, Fayette Brdcstg. Corp., Uniontown, Pa., reconsid. action 12-3-36 and granted applic. new station at Uniontown 1420 kc 250 w D (KQV withdraws protest); KXYZ, Houston, intervene applic. Dr. W. S. Jacobs; NEW, W. E. Whitmore, Boswell, N. M., denied reconsid. & grant without hearing applic. station at Hobbs, N. M. 1500 kc 100 w D; KGNC, Amarillo, Tex., granted pet. intervene applic. Malcolm H. Clark; NEW, W. H. Hartman Co., Waterloo, Ia., granted 60 days continuance applic. CP Waterloo (hearing now set for 4-2-37); KGKO, Wichita Falls, Tex., granted informal request further extension working date Rule 132.

RATIFICATIONS — WJEJ, Hagerstown, Md., temp. auth. 50 w spec.; KFNF, Shenandoah, Ia., temp. auth. Simul-WILL March; Ann Arbor Brdcstg. Co. Inc., granted auth. take depositions; appearance Dr. W. S. Jacobs Brdcstg. Co. accepted in hearing on applic. CP Houston and denied motion Bayou Brdcstg. Co., Southland Industries Inc. and Wren Brdcstg. Co. to default the applic., hearing date changed to 4-5-37; McClatchy Brdcstg. Co., Fresno, George Harm, Fresno, granted petitions intervene applic. Chase S. Osborn Jr. for CP at Fresno; KGDM, Stockton, auth. intervene applic. Peninsula Newspapers Inc., Palo Alto, Cal.; KQW, San Jose, granted pet. intervene same applic.; United Theatres Inc. granted petition intervene applic. Juan Piza for CP at San Juan, P. R., denied petition United Theatres Inc. for postponement.

MARCH 10

The Broadcast Division on March 2, 1937, further extended the working date of Rule 981 for six months from March 15, 1937. This rule requires all relay, international, television, facsimile, high frequency, and experimental broadcast stations to have in operation by Sept. 15, 1936, a frequency monitor. This monitor does not have to be approved by the Commission but must have an accuracy of one-half the allowed tolerance of the class of station with which it is to be used. It is believed that sufficient commercial monitors will be available within six months so that all stations of this class can be equipped as required.

Applications . . .

MARCH 1

NEW, Press-Union Pub. Co., Atlantic City—CP 1200 kc 100 w D, amended to 100 w 250 w D unl.

NEW, John W. Haigis, Greenfield, Mass.—CP 1210 kc 250 w D.

NEW, W. W. Hunt, F. Harvey Miller, J. B. DeMotte, d/b Ocala Brdcstg. Co., Ocala, Fla.—CP 1500 kc 100 w 250 w D unl.

NEW, Florida West Coast Brdcstg. Co., Clearwater, Fla.—CP 1300 kc 250 w unl., contingent WIOD changing 1300 to 610 kc.

NEW, State Brdcstg. Corp., New Orleans—CP 1370 kc 100 w unl.

KCRC, Enid, Okla.—CP new trans., vert. antenna, increase 250 to 500 w.

KCKN, Kansas City—Mod. license WLBF Brdcstg. Co. to KCKN Brdcstg. Co.

KRNT, Des Moines — Mod. CP new equip., increase power, directional.

KSJS, Salina, Kan.—Mod. CP new station to change trans., increase 100 w to 100 w 250 w D.

NEW, Glenn E. Webster, Decatur, Ill.—CP 1290 kc 250 w D.

NEW, Scott M. Matheson, d/b Provo Broadcast Co., Provo, Utah—CP 1210 kc 100 w unl.

MARCH 3

WMMN, Fairmont, W. Va. — CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D, amended to directional N.

NEW, Enterprise Co., Beaumont, Tex.—CP 1400 kc 500 w unl.

KARK, Little Rock, Ark.—Auth. transfer control from Radio Inc. to T. H. Barton.

NEW, Southern Minn. Brdcstg. Co., Rochester, Minn.—CP 920 kc 1 kw 5 kw D unl., directional N.

MARCH 5

NEW, Hearst Radio Inc., Washington—CP 1310 kc 250 w for two booster stations to synchronize with main trans. in Washington (asks WOL facilities contingent WOL grant of 1230 kc).

WFAS, White Plains, N. Y.—Exp. auth. Simul.-WBRB, Sh.-WGBB, WGNY.

WGAL, Lancaster, Pa.—License for CP move trans., studio, new antenna.

NEW, Petersburg, Va.—CP 1370 kc 100 w D amended from John Stewart Bryan, Douglas Freeman & Tennant Bryan, copartners, to John Stewart Bryan, change 1370 to 1210 kc, from 100 w to 100 w 250 w D, hours from D to unl. except Sunday, asks WMBG facilities.

WFTC, Kinston, N. C.—License for CP as mod. new station.

KMLB, Monroe, La.—CP change 1200 to 620 kc, increase 100 w 250 w D to 500 w D & N directional N.

WDSU, New Orleans — CP new trans., increase 1 to 5 kw, change antenna.

KUSD, Vermillion, S. D.—License for CP new trans.

WISN, Milwaukee—Mod. CP vert. antenna, move trans., amended to new trans.

KOY, Phoenix, Ariz.—License for CP as mod. new equip., move trans.

KGAR, Tucson, Ariz.—Mod. license 1370 to 890 kc, 100 w 250 w D to 250 w, amended to 1340 kc.

NEW, C. W. Moses, R. W. Workman, J. Allan Moses, Hobbs, N. M.—CP 1500 kc 100 w unl.

MARCH 8

NEW, Arlington Radio Service Inc., Arlington, Va. — CP 850 kc 250 w D, amended to 1510 kc 250 w unl.

WKEU, Griffin, Ga. — CP 1500 change 1500 to 1310 kc, D to unl., 100 w, vert. antenna.

KIUL, Garden City, Kan.—Vol. assign. license to KIUL Inc.

NEW, Key City Brdcstg. Co. (Kenneth Baker, Hartwell Gaus, V. A. Bernier), Kankakee, Ill.—CP 1500 kc 100 w unl.

WBAA, W. Lafayette, Ind. — CP new trans., change antenna, change 500 w 1 kw D to 5 kw D, change hours from spec. to D only, move trans.

MARCH 10

WCMI, Ashland, Ky. — CP new trans., change antenna, change 1310 to 1120 kc, 100 w 250 w D to 250 w 1 kw D, move trans.

WJJD, Chicago — Mod. license from 6 a. m. CST to 6 a. m. EST, LS Salt Lake City.

KRLC, Lewiston, Id. — Mod. CP new equip., increase power, change freq., to ask new equip., vert. antenna.

NEW, Robert E. Clements, Huntington Park, Cal.—CP 1160 kc 250 w D.

MARCH 11

KTSA, San Antonio—Vol. assign. license KTSA Brdcstg. Co. to Hearst Radio Inc.

WACO, Waco, Tex.—Same.

KNOW, Austin, Tex.—Vol. assign. license from KUT Brdcstg. Co. to Hearst Radio Inc.

KFRO, Longview, Tex.—License for CP as mod. new equip., increase power.

KAND, Corsicana, Tex. — Mod. CP change equip., trans. site.

NEW, Southern Brdcstg. Corp., New Orleans—CP 1200 kc 100 w Sh.-WJBW, asks facilities WBNO, amended re equip., change hours to unltd. 100 w 250 w D, asks facilities WJBW.

NEW, Standard Life Insurance Co. of the South, Jackson, Miss.—CP 1420 kc 100 w 250 w D unl.

NEW, Spartanburg Junior C of C, Spartanburg, S. C.—CP 1420 kc 100 w 250 w D unl.

KVGB, Great Bend, Kan.—License for CP as mod. new station.

WGL, Fort Wayne, Ind. — CP change trans., increase D to 250 w.

KEHE, Los Angeles—Vol. assign license from Evening Herald Pub. Co. to Hearst Radio Inc.

Examiners' Reports . . .

NEW, Central States Brdcstg. Co., Council Bluffs, Ia.—Examiner Dalberg recommended (I-360) that applic. CP 1500 kc 100 w unl. be granted.

NEW, Sioux City Brdcstg. Co., Sioux City, Ia.; C. W. Corkhill, Sioux City—Examiner Hill recommended (I-362) that applic. Sioux City Brdcstg. Co. for CP 1420 kc 100 w 250 w LS unl. be granted; that applic. C. W. Corkhill for CP 1420 kc 100 w unl. be denied.

HOOVER LINIMENT Co., Carlisle, Ind. on March 1 started minute spots for 20 to 25 weeks on KOA, WFAA and WOAI through Wade Adv. Agency, Chicago.

A WORD that needs no explanation! We pride ourselves in the fact that many of the World's leading radio stations are using our "Quality" Crystals. Accuracy guaranteed BETTER than .01% before leaving our laboratory.

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "Less Than 3 Cycles" per million cycles per degree centigrade change in temperature.

$50.00 Approved by Federal Communication Commission. Two Crystals $90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-327

Dalton Resigns

RESIGNATION of Thomas Dalton from the station representation organization of Wilson-Dalton-Robberston, was announced March 10. Graham Robertson, who has had his headquarters in Kansas City, has taken over the firm's Chicago office where Mr. Dalton made his headquarters. Howard Wilson continues as head of the New York office. R. G. Patterson, who has been with the firm in Kansas City for a year, has been assigned in charge of that office. The name of the firm probably will be changed to Wilson & Robertson.

WPA Names Allen

APPOINTMENT of Shannon Allen, night manager of WRC and WMAL, NBC outlets in Washington, as assistant director of the WPA Educational Radio Project in the U. S. Office of Education, was announced March 11 by Secretary of the Interior Harold L. Ickes. Mr. Allen will be given leave of absence as night manager of NBC to assume immediately his new duties as editor of the Educational Radio Project's script and editorial divisions. He succeeds Leo S. Rosencrans, who resigned to take a position with Wilding Motion Pictures Inc.

CBS Rents Studio

CBS, Hollywood, has rented the theater-studio of KFWB, that city, for broadcast of the National Biscuit Co., *Twin Star* transcontinental program which switches over from NBC March 28. This marks the first time in West Coast history that a network has used the studios of an independent station for remoting a transcontinental show. KFWB theater-studio, recently opened by Warner Bros., is said to be the finest on the Pacific Coast, containing every technical advancement. It has a seating capacity of more than 500.

Cosmetic Series

HARRIET HUBBARD AYER Inc., New York (cosmetics), is sponsoring a series of 100 spot announcements, broadcast once every weekday, on KCMO, Kansas City. The series was launched through special arrangement with the Kansas City distributor and was placed direct. The company reports that no plans for extending the campaign to other cities have been contemplated.

SHURE Co., Chicago, has issued a bulletin describing its crystal record reproducer. It utilizes the piezo-electric principle and is streamlined in design, having been titled Zephyr.

UNIVERSAL
Velocity and Carbon Microphones

Universal's latest achievement—Ideal for stage use — Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2¾ x 4⅝ in. x 1⅝ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

WSB Celebrates

WSB, Atlanta, on March 15 observes its 15th birthday as the South's first station. The anniversary broadcast will be directed by Lambdin Kay, general manager of the station since its creation, with all of the station's personnel taking part. "The birthday party will be a simple, sincere function during which WSB will rededicate itself to the service of Atlanta, Georgia, the South and the nation," the station announced. WSB was the second newspaper-owned station in the country. It operates with 50,000 watts on 740 kc. and is an applicant for 500,000 watts.

RELIANCE MFG. Co., Chicago (Big Yank work shirts), has added two stations for its campaign, bringing the list to 28. New outlets are WAPI, five-minute spots every day during the week of June 14 and WDAF, quarter-hour program once a week for eight weeks starting May 1. Mitchell-Faust Adv. Co., Chicago, has the account.

ARTHUR R. MacDONALD Inc., is the name of a new advertising agency in Chicago which will be located at 230 N. Michigan Ave. Arthur R. MacDonald, president of the new firm, has been a radio consultant in Chicago for six years and has been doing advisory and promotional work in conjunction with many radio programs.

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal), recently added KGBX, Springfield, Mo., to the list of stations now using hill-billy talent on early mornings a quarter-hour six times weekly. Vanderbie & Rubens Inc., Chicago, is the agency.

Singer to C & O

JOE D. SINGER, for the last two and one-half years director of the Washington office of Campbell-Ewald, has resigned effective April 1 to become assistant advertising manager of the Chesapeake & Ohio Railway with headquarters in Cleveland. He terminates more than eight years of service with Campbell-Ewald, having been in its Detroit office for some six years prior to his assignment to Washington. He becomes assistant to Walter Jackson, recently named advertising manager of C & O succeeding to part of the duties of the late L. C. Probert, vice-president.

SWIFT & Co., Chicago on April 1 starts one-minute participation of the *Women's Club of the Air* five times weekly on WCAU, Philadelphia, through J. Walter Thompson, Chicago.

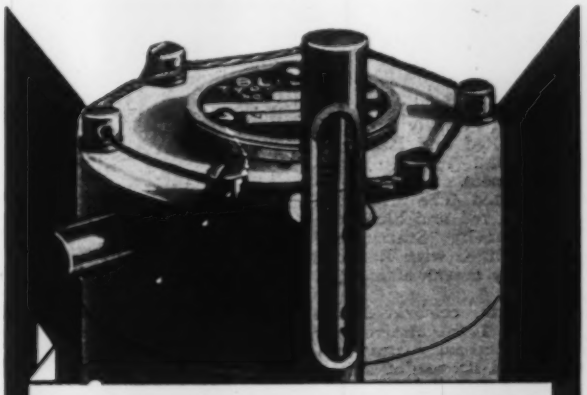
FOR SALE

One Western Electric 6B, 1 KW transmitter with complete set of spares as required by Commission, in first-class working condition.

$2300.00

WSMB
NEW ORLEANS

H. G. Nebe, Chief Engr.



BLILEY OVENS
Approved by F.C.C.

Write for Bulletin G-9

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Merchandising Notes

Meet the Dealer—Salesmen Sell—Kellogg Book—Pencils and Pads—Kurb Refunds

WBIG, Greensboro, N. C., holds weekly receptions for dealers in that area. Recently WBIG's reception room was crowded with retail dealers and distributors to hear the premiere of *Johnnie Presents*, CBS program sponsored by Phillip Morris. Free samples of Phillip Morris Cigarettes and sales charts on radio advertising were among the features. Some 36 salesmen of Carolina Baking Co. heard an audition of the company's new five-weekly program *The Woman's News Review*, which had its premiere March 1. This program is placed by Freitag Adv. Agency, Atlanta. The merchandising department of WBIG wrote presidents and secretaries of all women's clubs in the area and distributed a four-page newspaper, *The Carolina Baking Company Special Radio News* to over 1500 retail outlets. On March 8 WBIG furnished its studio band for a meeting of Texaco dealers. A special demonstration was made showing the pulling power of Eddie Cantor's program on CBS.

* * *

ENCOURAGING public cooperation in the campaign against crime, Finlay-Straus Jewelry Co., New York chain of retail jewelry stores, is conducting a letter-writing contest in conjunction with its *Thrilling Detective Dramas* broadcast five evenings weekly on WMCA, New York. Two wrist watches, a man's and a woman's, are given away weekly for the best letters on "What Can Be Done To Prevent Crime in New York City?" The broadcasts are publicized in the firm's regular newspaper advertising.

* * *

NBC has published a highly-arted brochure which tersely reviews growth of the Red and Blue networks since Jan. 1, 1936. Improvements to equipment and power increases are recited. The promotion piece is done in red and blue with shaded gray panels. Station call letters are identified with Red and Blue network by means of color.

* * *

KWK, St. Louis, celebrated and advertised its 10th anniversary March 17 by increasing its newspaper space and its use of streetcar and motor bus cards. Thousands of book matches bearing the anniversary slogan *Onward and Upward With KWK—A Decade of Progress* were widely distributed.

* * *

WGAR, Cleveland, added its employes to the sales staff of the Curtis Candy Co. when NRG dextrose rolls were introduced in the Cleveland area. Each member of WGAR's staff contacted four drug-stores and new accounts were opened in all instances. E. W. Hellwig Co. Inc., New York, is agency.

* * *

KVOR, Colorado Springs, has started a Sunday evening program titled *The Spirit of the Pioneers*. Sponsored by a local plumbing firm and under the direction of Miss Wauhillau LaHay, KVOR program director, five dramatic groups are competing for a $200 prize.

KELLOGG Co., Battle Creek (food), sponsoring Kellogg *Melody Time* on WBZ-WBZA, Boston-Springfield, and Bill Cunningham, sports commentator, is distributing a million copies of *Housewives' Year Book* to New England listeners. Distribution of the book started March 1 and will continue for six weeks. It contains 36 pages of information, with separate editions for rural and urban listeners. Cunningham's March 12 and March 19 broadcasts are originating from baseball training camps in Florida, sent by direct telephone line. N. W. Ayer & Son Inc., Boston, handles the account. Don Gardner is account representative, handling promotion work with Arthur F. Rush, Kellogg's New England sales manager.

* * *

REMINGTON-RAND Inc., Buffalo (typewriters), is giving thrice weekly typewriting lessons on KFAC, Los Angeles. Titled *Radio Picture Typewriting*, the series started March 1 for 13 weeks, with Lucy D. Evans instructing. Before starting series Remington-Rand Inc. made several announcements on KFAC calling attention to the program, explaining that three text books would be sent dialers upon receipt of $1. Several hundred persons have enrolled. Leeford Adv. Agency Inc., New York, has account.

* * *

J. A. FOLGER & Co., San Francisco (coffee), sponsoring *Drums*, dramatic serial, twice weekly on 10 Don Lee Broadcasting System stations from Los Angeles, on March 9 started for four weeks an offer of a pair of silk stockings for 50 cents and a Folger coffee sales slip. Stockings are valued at $1. Raymond R. Morgan Co. Inc., Hollywood, is the agency.

* * *

A LIST of the 240 sponsors using WOR, Newark, during 1936 has been published by the station in a folder which the foreword describes as "the dullest little book WOR has ever offered you", but which is made attractive by the title of "Notches, or How to fly a big kite in one easy lesson."

* * *

KFYO, Lubbock, Tex., announces that local Piggly Wiggly stores have distributed pads and pencils to make it easier for listeners to jot down radio specials as announced by the station.

* * *

KXBY, Kansas City, has issued a coverage map based on mail analyses which shows a break-down of mail by counties in Kansas and Missouri and by states in outside territory.

* * *

WOAI, San Antonio, has issued an illustrated promotion piece listing advertisers and talent as well as including testimonial letters from sponsors.

* * *

KFBB, Great Falls, Mont., recently presented the staff of the Matteucci Grocery Store in an amateur hour when the store sponsored a 37th anniversary celebration.

A JUVENILE question and answer program, *The Children's Recess*, sponsored weekly by Reliable Furniture Co. of Rochester, N. Y., on WHEC, Rochester, opens with the ringing of a school bell, followed by sounds of pupils taking seats which sounds are faded for the commercial. Ten children in the studio are asked questions suitable for their ages, with prizes of $5, $3 and $2 for winners, the other contestants receiving letters entitling them to gifts at the sponsor's store. A two-dollar prize is also awarded the child sending in the best set of questions. Going into its thirteenth week the program has 1,000 children signed as contestants and more than 2,000 letters received.

* * *

WHEN the names of the winners of the letter-writing contest are announced at the conclusion of each *Romancers* broadcast on WOR, Newark, they are asked to remain at home for half an hour, and within that time their prizes are delivered by Western Union messenger "with the compliments of the Romancers and the Western Biscuit Co."

* * *

INTERNATIONAL Cellucotton Products, Chicago (Kurb), introduced this new feminine hygiene product on its NBC-Red *Story of Mary Marlin* program by returning the full purchase price (25c) to every woman sending in an empty Kurb carton. The offer which began on Feb. 22 and was to have ended March 6 was so successful that it was extended a week. Lord & Thomas, Chicago, has the account.

* * *

LAKESIDE BISCUIT Co., Toledo, using a man in street series on WGAR, Cleveland, gives an order on a grocer for a box of its *Buttermaid Cookies* to each person interviewed by Bob Evans and Graves Taylor, announcers. More than a million promotion pieces have been distributed in the WGAR market area. Nieser-Meyerhoff Inc., Chicago, has the account.

* * *

KSD, St. Louis, has issued a promotion piece based on rankings of network stars in recent radio editors' survey.

AN UNUSUAL radio tie-in was started March 14 when Forest Lawn, Los Angeles memorial park, places the *Sunday Players* on KEHE, Los Angeles, for a 52-week run, and contributed half of its announcement time to The Federation of Protestant Churches of Los Angeles, to be used in its vocational placement work for the benefit of men and women who have reached the age where they find it hard to get a job. Forest Lawn already has a full-hour program on KNX, titled *Reunion of the States*. Forest Lawn has been an outstanding exponent of radio since the first advent of commercial broadcasting on the Coast. Its *Tapestries of Life* was on KHJ and other stations for a number of years, and the association has been on the air with a representative program of some kind for almost a decade. Mertens & Price Inc., Los Angeles, produces the *Sunday Players*. Dan B. Miner Co. is the Forest Lawn agency.

* * *

TO PROMOTE the sale of fur coats for 1937, the Cownie Fur Co., Des Moines, has organized a Fur Coat Club in connection with its schedule of 12 live talent shows each week on KSO and KRNT. Off-season sales are increased by urging women to join the club, select their new coats at once, and have them stored free.

* * *

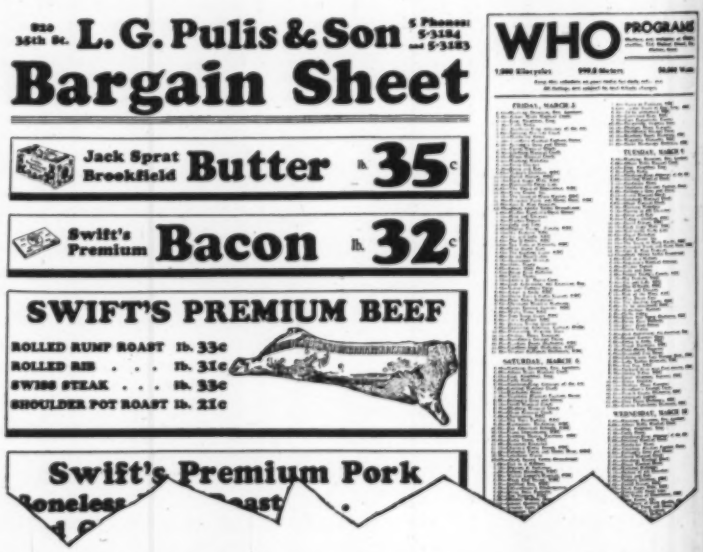
D. J. POYNOR, manager of WMBH, Joplin, Mo., is sending flowers or cakes to local business men on their birthdays. Not only do the gifts make friends for WMBH, but Mr. Poynor has an outlet for a personal hobby.

* * *

WFIL, Philadelphia, is broadcasting a baseball contest in which guest tickets for the inter-city baseball series are given to listeners who predict the scores of the southern training trip games. The ball clubs supply tickets.

* * *

WILLIAM G. RAMBEAU Co., Chicago, station representatives, has started Rambeau Radio News, a personalized letter being sent to some 2,000 advertisers and agencies. A typical letter tells about the Don Lee *Feminine Fancies* participating program.


L. G. Pulis & Son
Bargain Sheet
Jack Sprat Brookfield Butter lb. 35c
Swift's Premium Bacon lb. 32c
SWIFT'S PREMIUM BEEF
ROLLED RUMP ROAST lb. 33c
ROLLED RIB lb. 31c
SWISS STEAK lb. 33c
SHOULDER POT ROAST lb. 21c
Swift's Premium Pork
WHO PROGRAMS

WHO NEWS—Jack Spratt food stores, in Iowa, are distributing 300,000 of these handbills a week, combining food news and WHO programs.

★

★ *The Nation's Station takes another important forward step for the benefit of its listeners and its advertisers.*

★ *Facilities will soon be provided whereby WLW programs may be originated in New York at no extra cost whatever.*